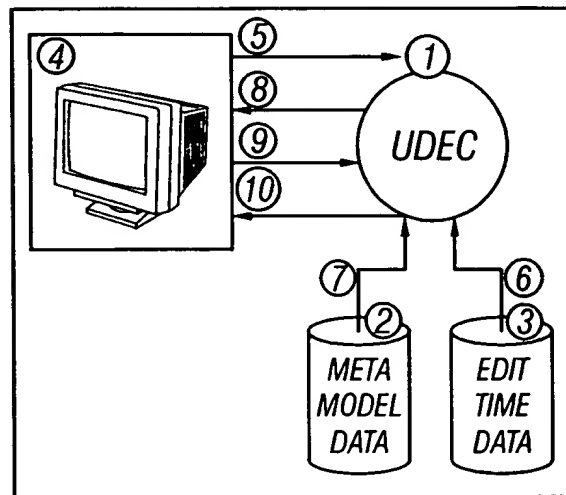


IN THE DRAWINGS:

REPLACEMENT SHEET 1/38



**FIG. 1**



REPLACEMENT SHEET 2/38

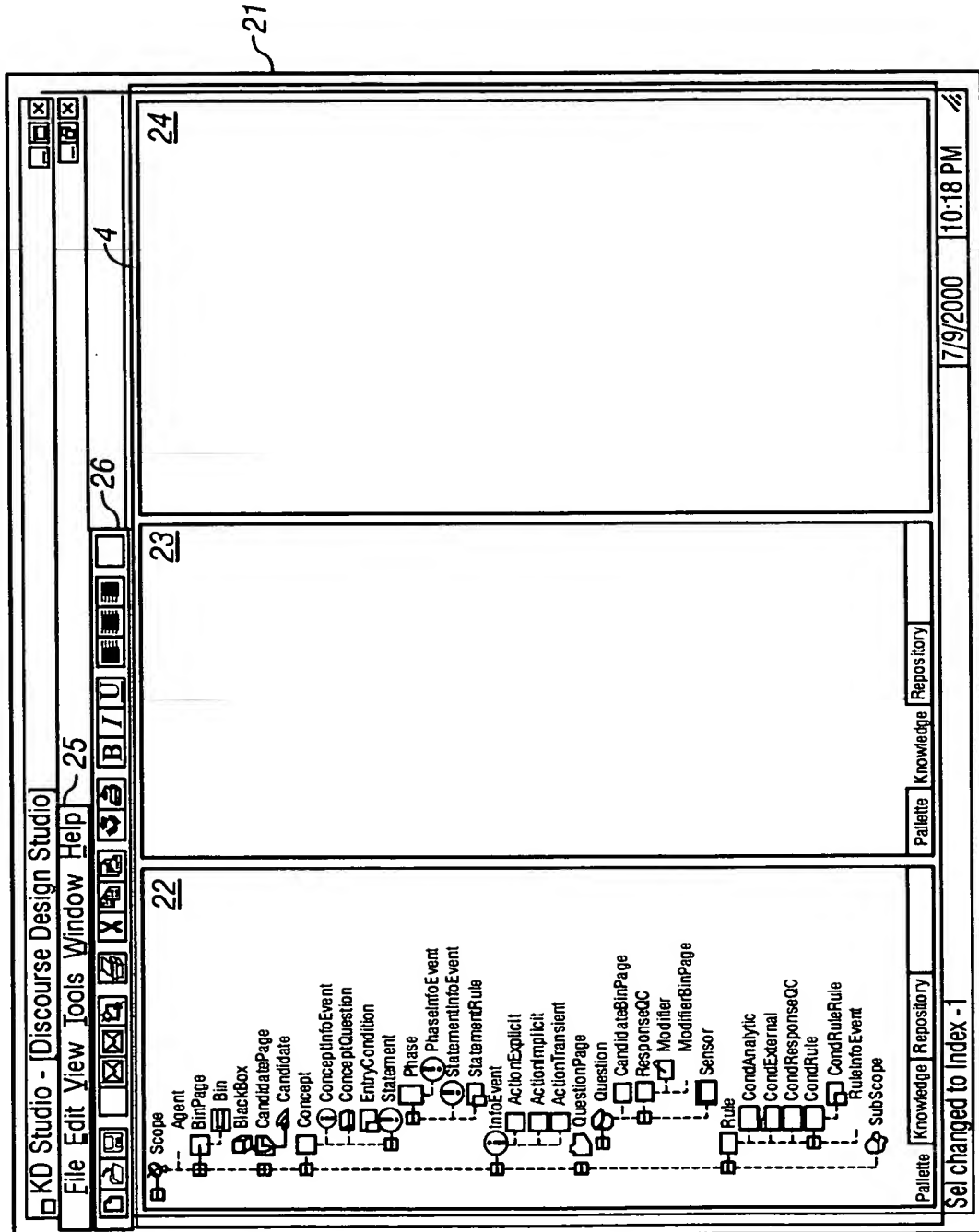


FIG. 2



REPLACEMENT SHEET 3/38

21

26

4

32

Phrase

Scope: 123 HandSys Break Even Analysis

Statement: Demand is good, but how to improve ??

Phrase: 6198 Demand is good, but how make b

Description: Guides the learner to improve demand

Phrase Type: Heading Phrase

Options: Conjunction Aware

SequenceID: 1

SubPhraseCount: 0

The figure looks good, but how can we further increase demand?

The demand for any product, assuming the product is going to be marketable in the first place, is going to be based on the way we get our word out with advertisement and the price we attach to the product. If we have a great product, advertise everywhere, but set the price too high for our projected customer base we will kill our demand. If our price is reasonable then a lot of our demand is going to revolve around the effectiveness of our advertising.

22

HandSys Break Even Analysis

1000 IPO Sim Promotional Module

1000 Teach me the Basics

0101 Syntactic Correctness H

0102 KPI - Help

Statements

0100 - why shouldn't I be

0200 - How does capac

0300 - What is reason

0400 - Lease is right, but

0500 - Demand is good

Heading Phrases

1000 - Syntactic Correctness

2000 - KPI Analysis

3000 - Strategic Quality

9000 - Stopper

Questions

Statements

2000-QC of company

BinPages

BlackBoxes

CandidatePages

InfoEvents

QuestionPages

Rules

Always fire

Analysis < half Complete

Automation High

Automation Low

Automation Medium

Base Cost Acceptable

Base Cost Unacceptable

Basics - Greeting

Basics - Lots of Problems

31

33

Sal changed to Discourse Editor, Phrase Editor Index - 1

File Edit View Tools Window Help

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REPLACEMENT SHEET 4/38

File Edit View Tools Window Help

41

Discourse Regression Bench

Something about the overall picture from the CFO

TSL w Raw w =

<Phr 4505> Something about the overall picture from the CFO

SessionID

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Load New Session

Refresh Context Date

Replay Test Session

User: UserID Student

Context: ContextID Context

Session: TimeStamp

Retested: TimeStamp

Submission Info

Agent: 3254 Agent

SubScopes: 0

AlgOptions: 64

Feedback This Run:

Let's talk about channel performance prior to our board meeting

Our profits met expectations last quarter and are keeping us on track to meet our targets

Our analysts have closely predicted the internet growth, we may want to consider going on-line to establish a greater web presence.

Turn Off Logs

Your Comment:

Save My Comments

Elapsed Time: 12023438

Test Session Info

Tester Comment:

SealID

QID

QName

CID

CName

1

3301

Internet Growth

3291

As Expected

1

3302

Overall Profit POE

3291

As Expected

1

3303

Online

3259

No

1

3304

Overall Profit Pct Chg

3291

As Expected

1

3305

Overall Shock Valuation

3291

As Expected

1

3306

Overall Shock Valuation

3291

As Expected

1

3307

Overall Budget Pct Ch

3291

As Expected

1

3308

Overall Profit

3291

As Expected

1

3317

Web Direct Profit Pct Ch

3291

As Expected

1

3318

Web Direct Profit POE

3291

As Expected

1

3319

Web Direct Budget Pct

3291

As Expected

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3320

Web Direct Net Uses P

3291

As Expected

1

3321

Web Direct Conversions

3291

As Expected

1

3322

toys.com Profit Pct Chg

3291

As Expected

1

3323

toys.com Profit POE

3291

As Expected

1

3324

toys.com Budget Pct C

3291

As Expected

1

3325

toys.com Net Uses Pct

3291

As Expected

1

3326

toys.com Conversions

3291

As Expected

Elapsed Time 2.023438 sec.

7/9/2001

10:54 PM

FIG. 4



REPLACEMENT SHEET 5/38

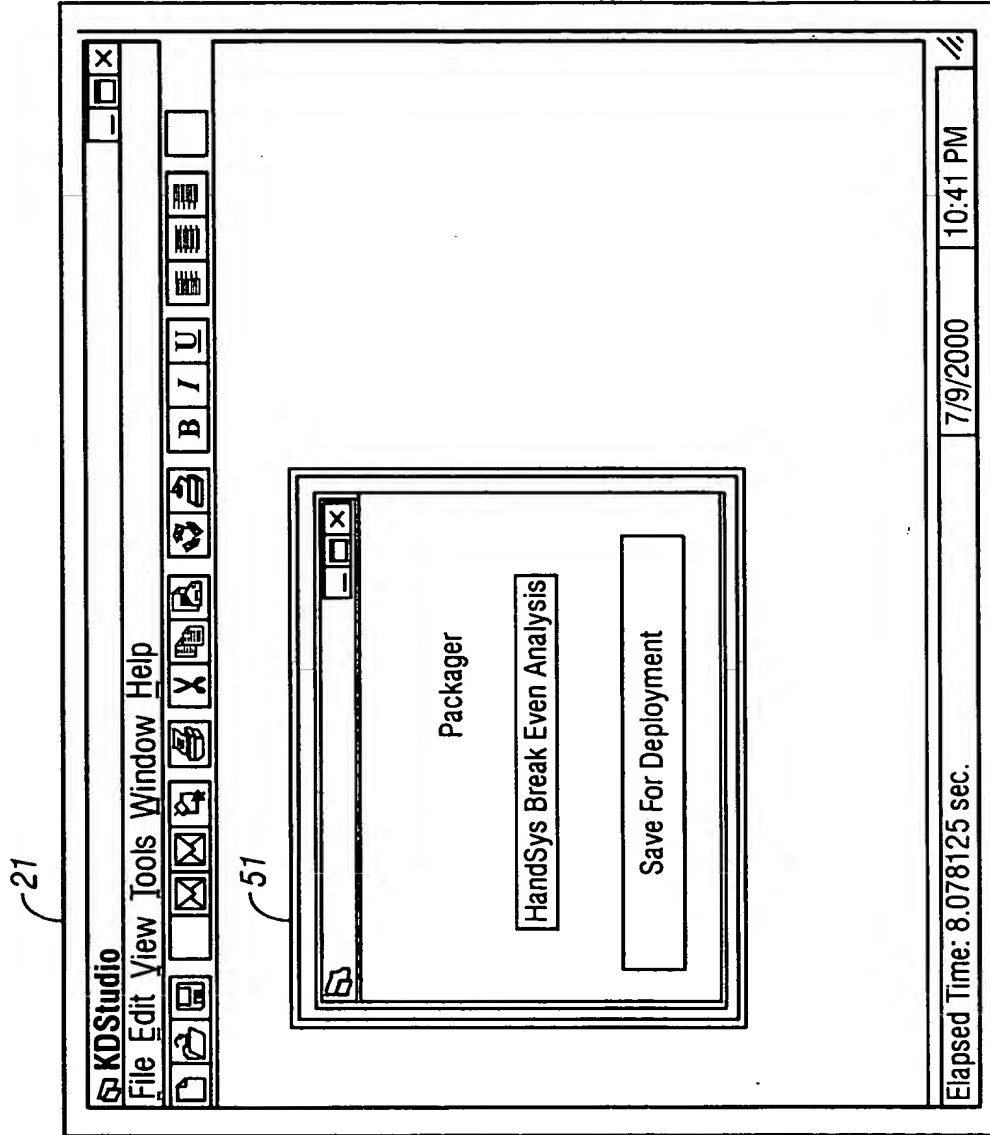


FIG. 5

REPLACEMENT SHEET 6/38

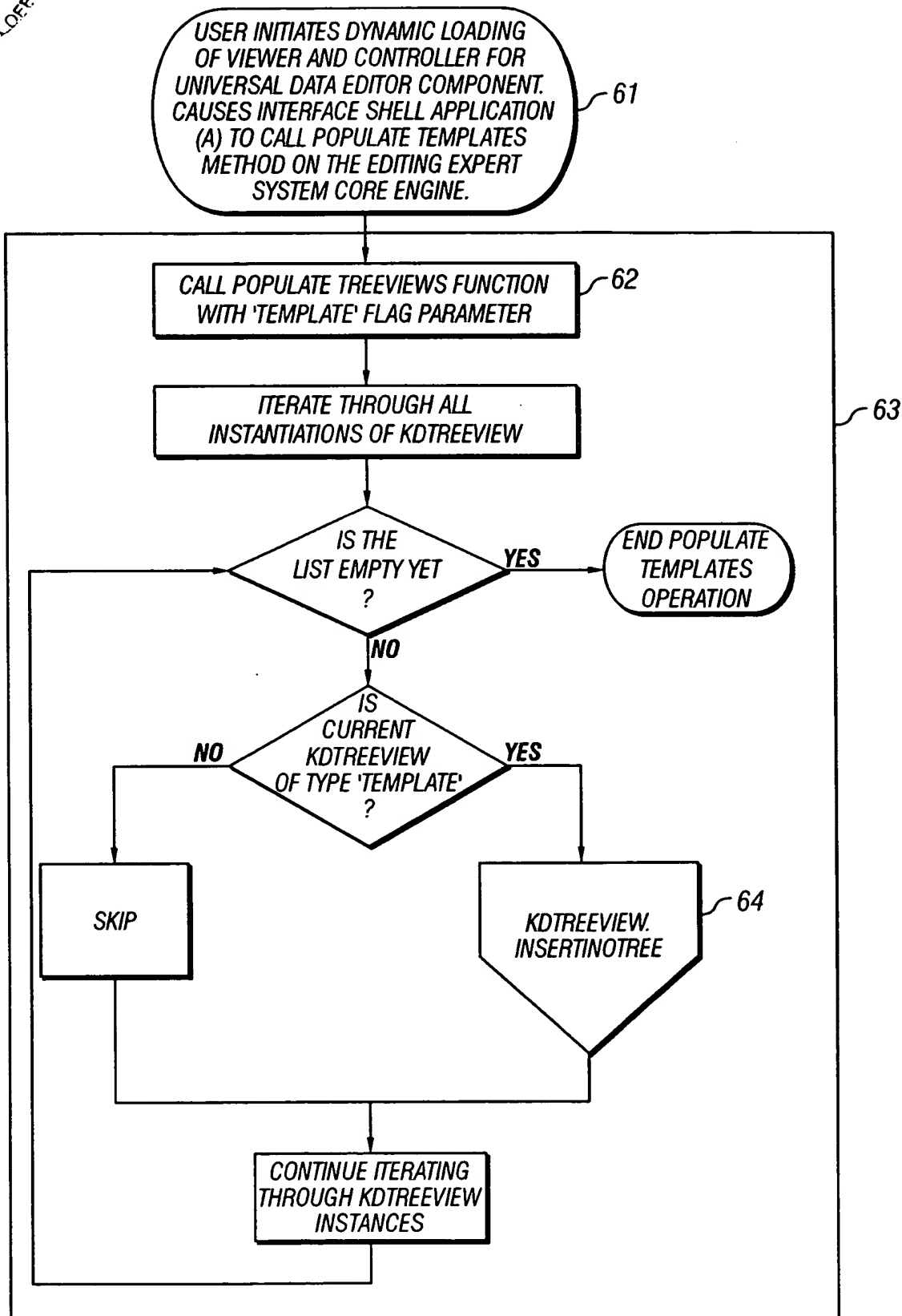
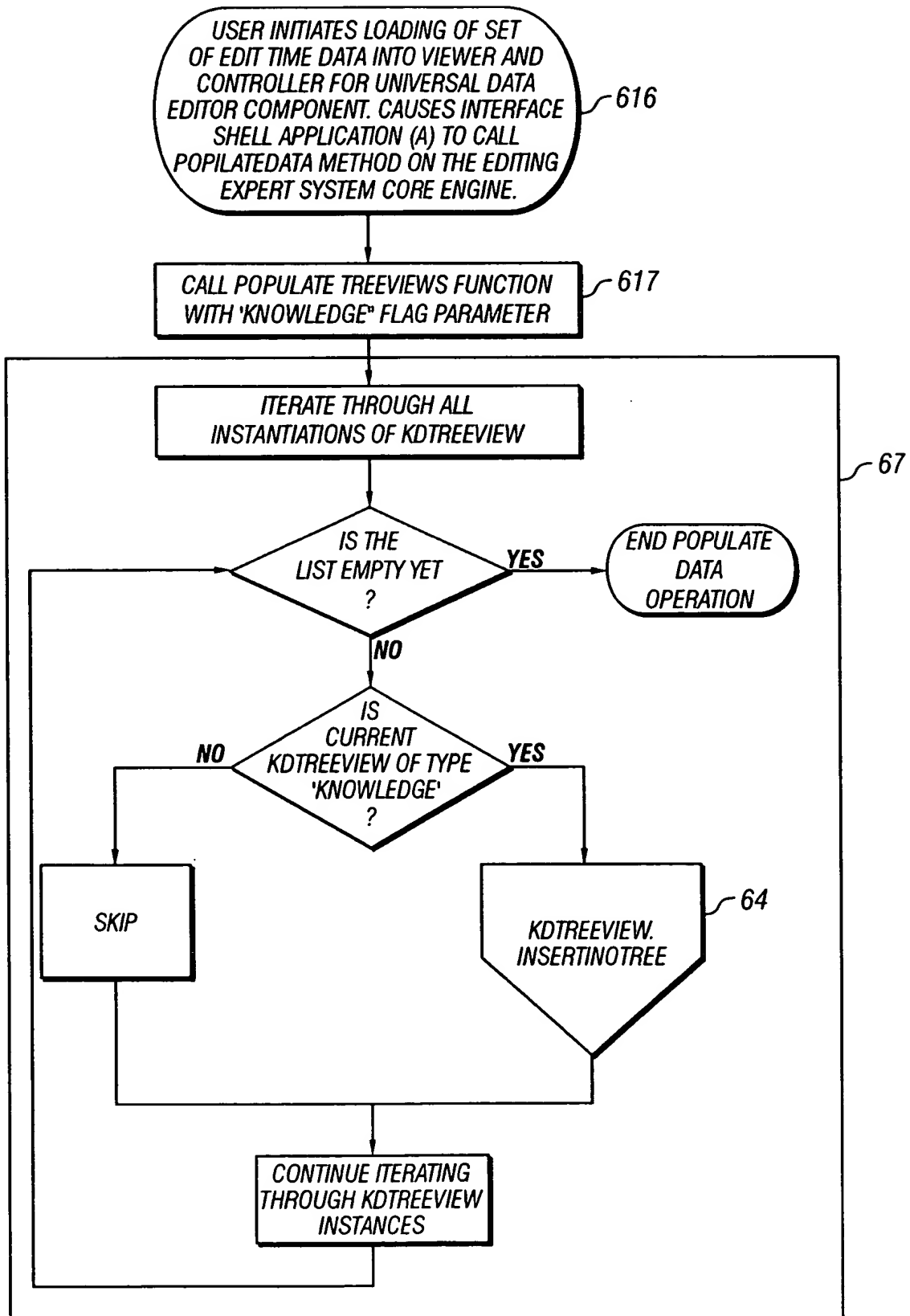


FIG. 6A

REPLACEMENT SHEET 7/38





REPLACEMENT SHEET 8/38

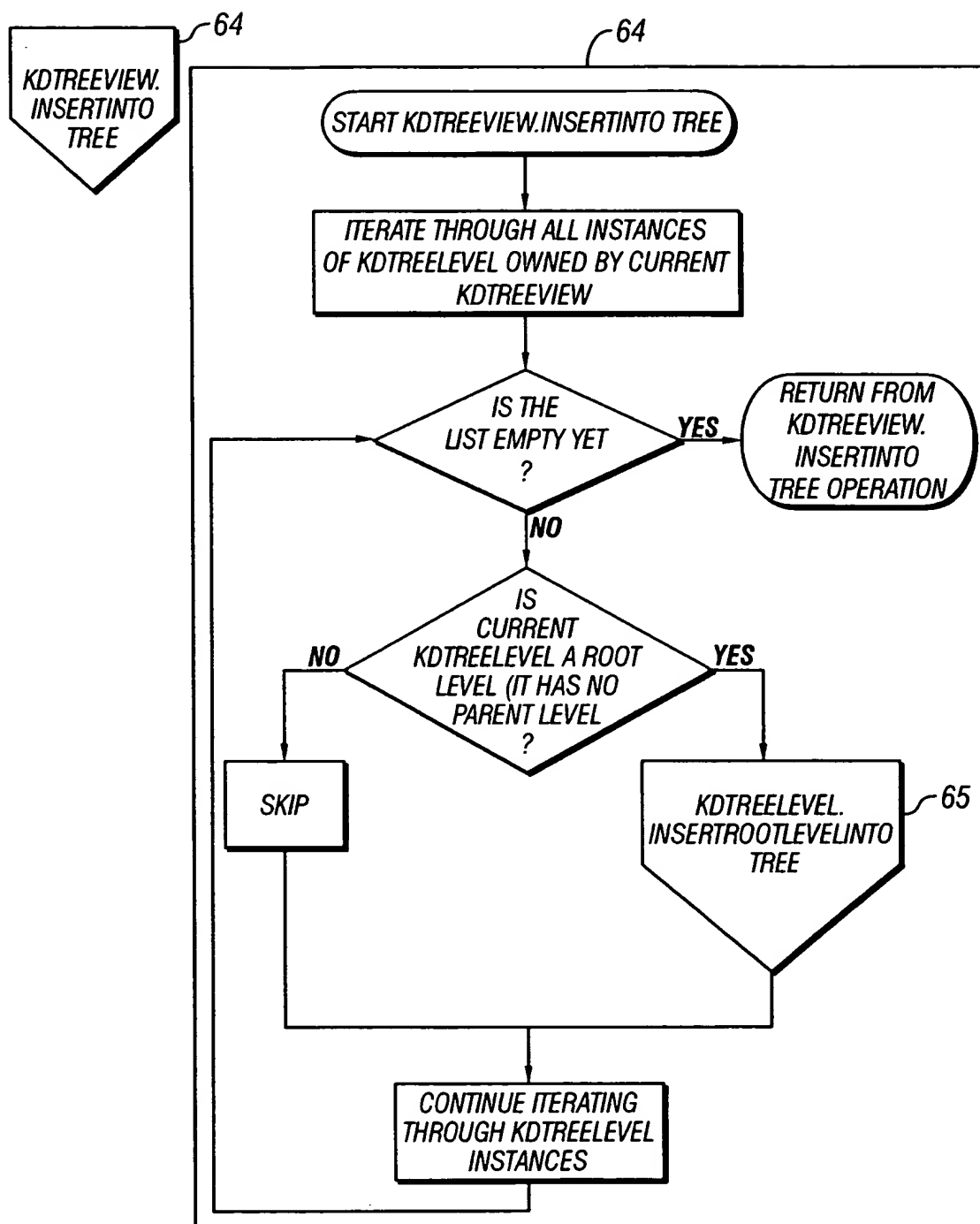


FIG. 6C



REPLACEMENT SHEET 9/38

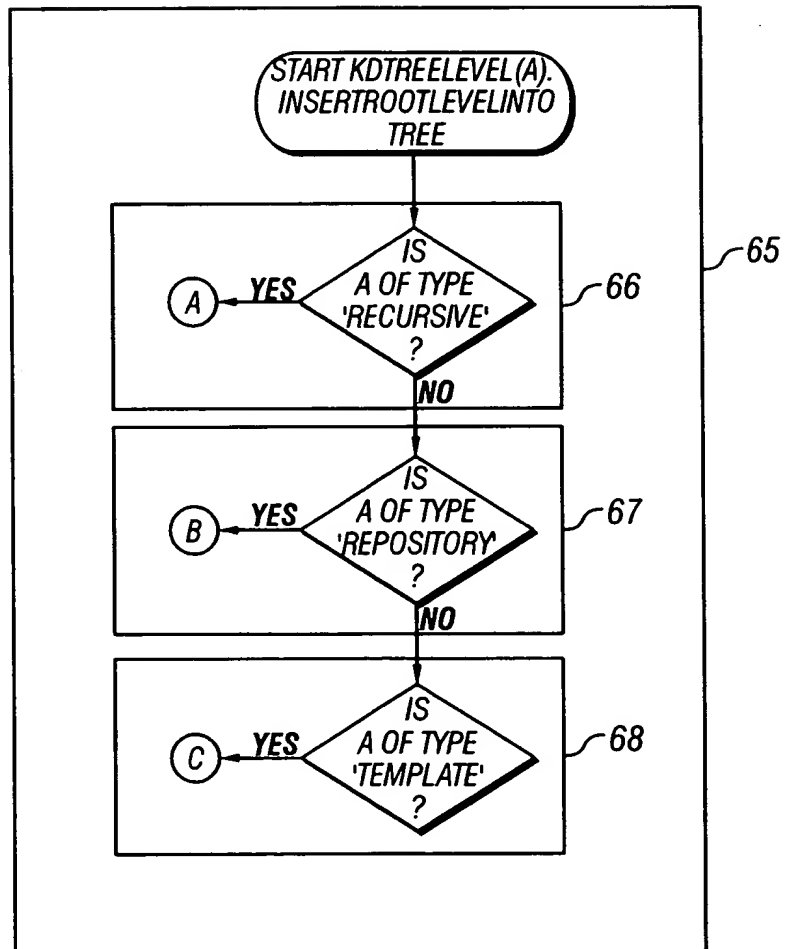


FIG. 6D



REPLACEMENT SHEET 10/38

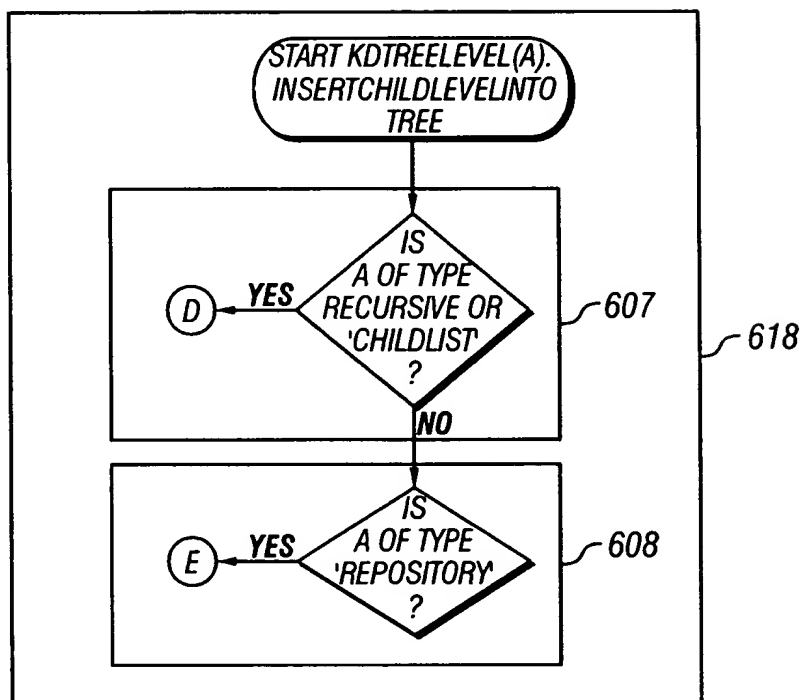
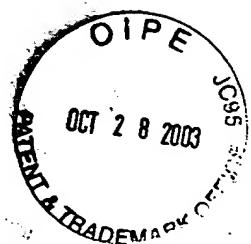


FIG. 6E



REPLACEMENT SHEET 11/38

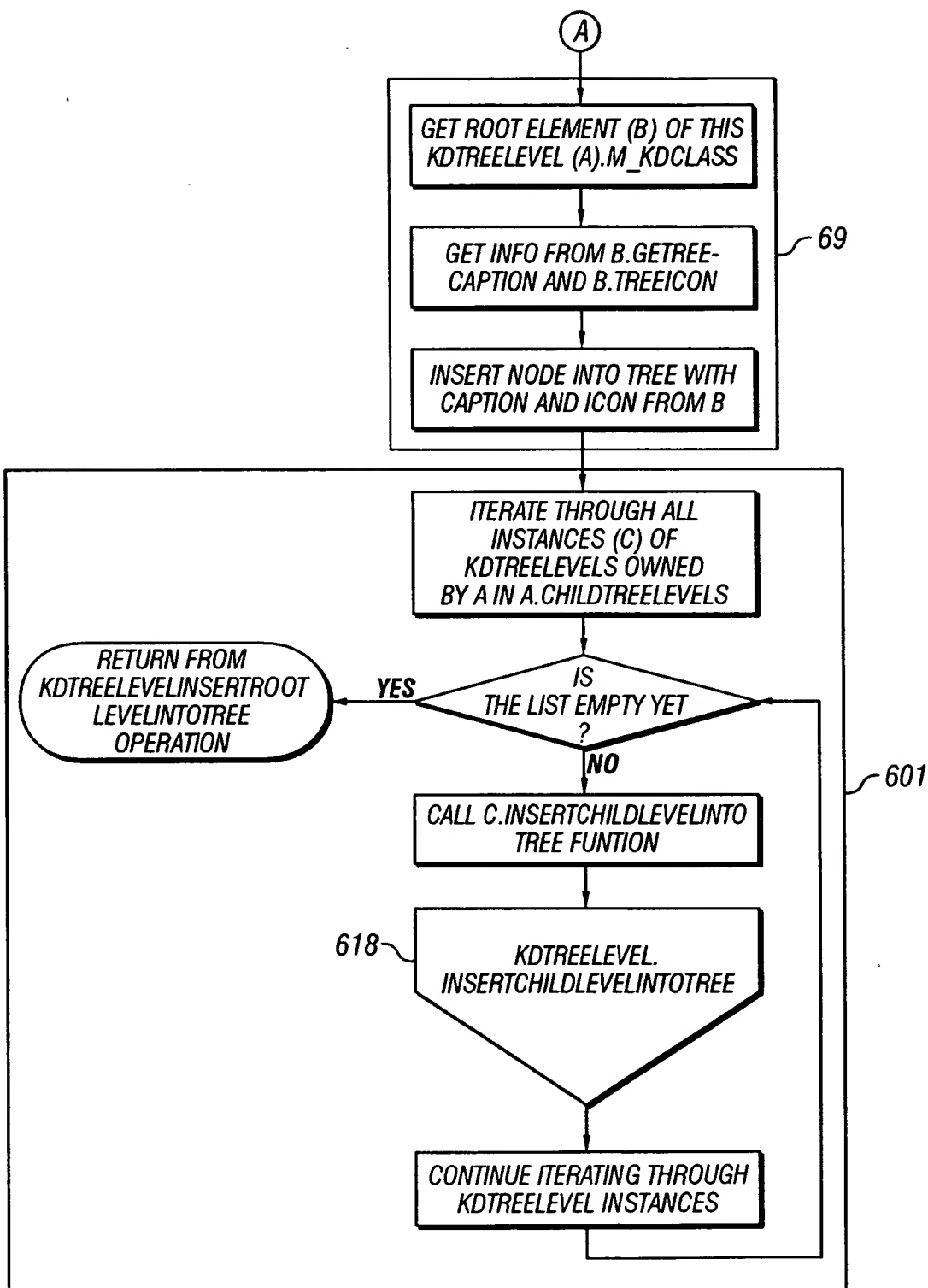


FIG. 6F

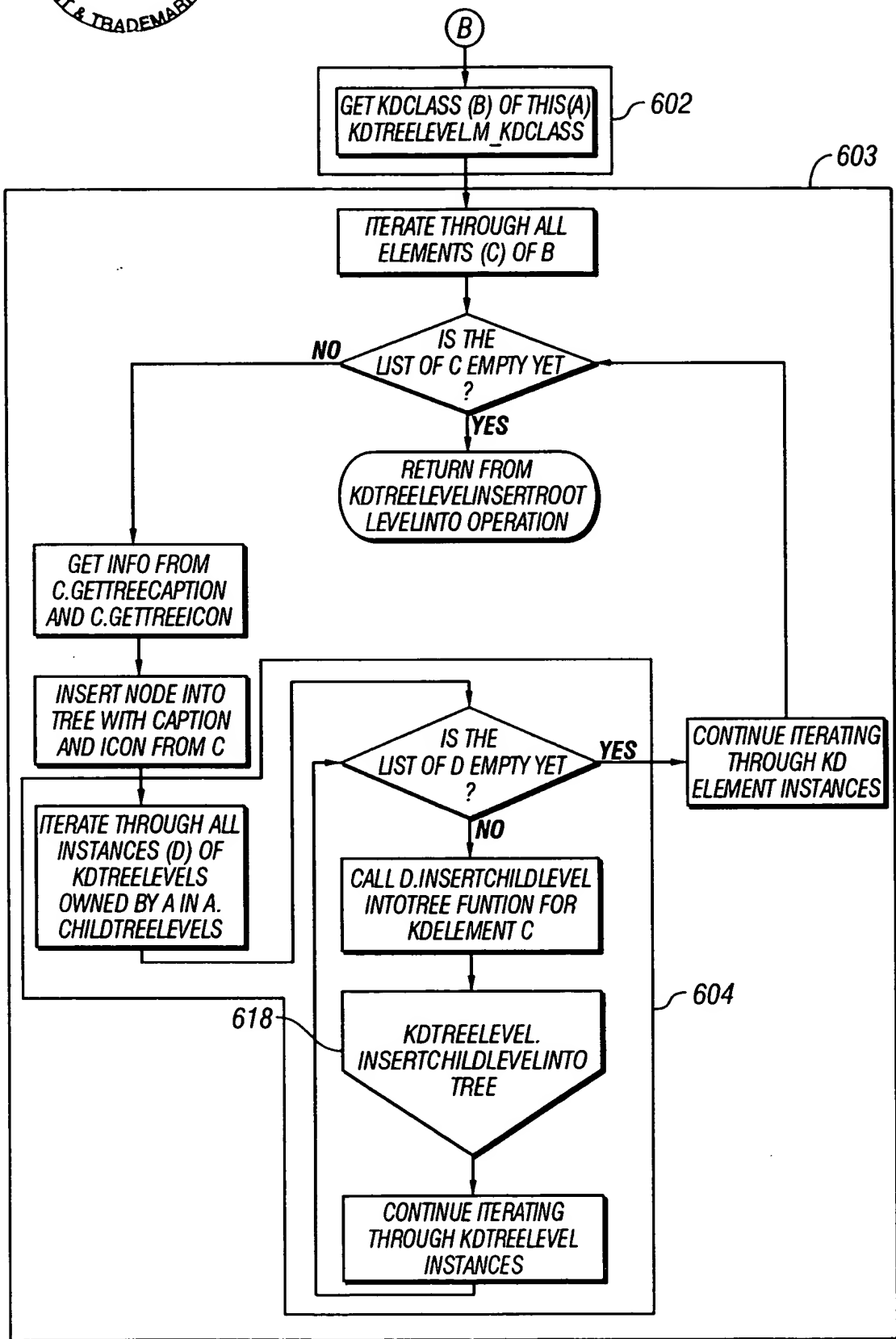


FIG. 6G

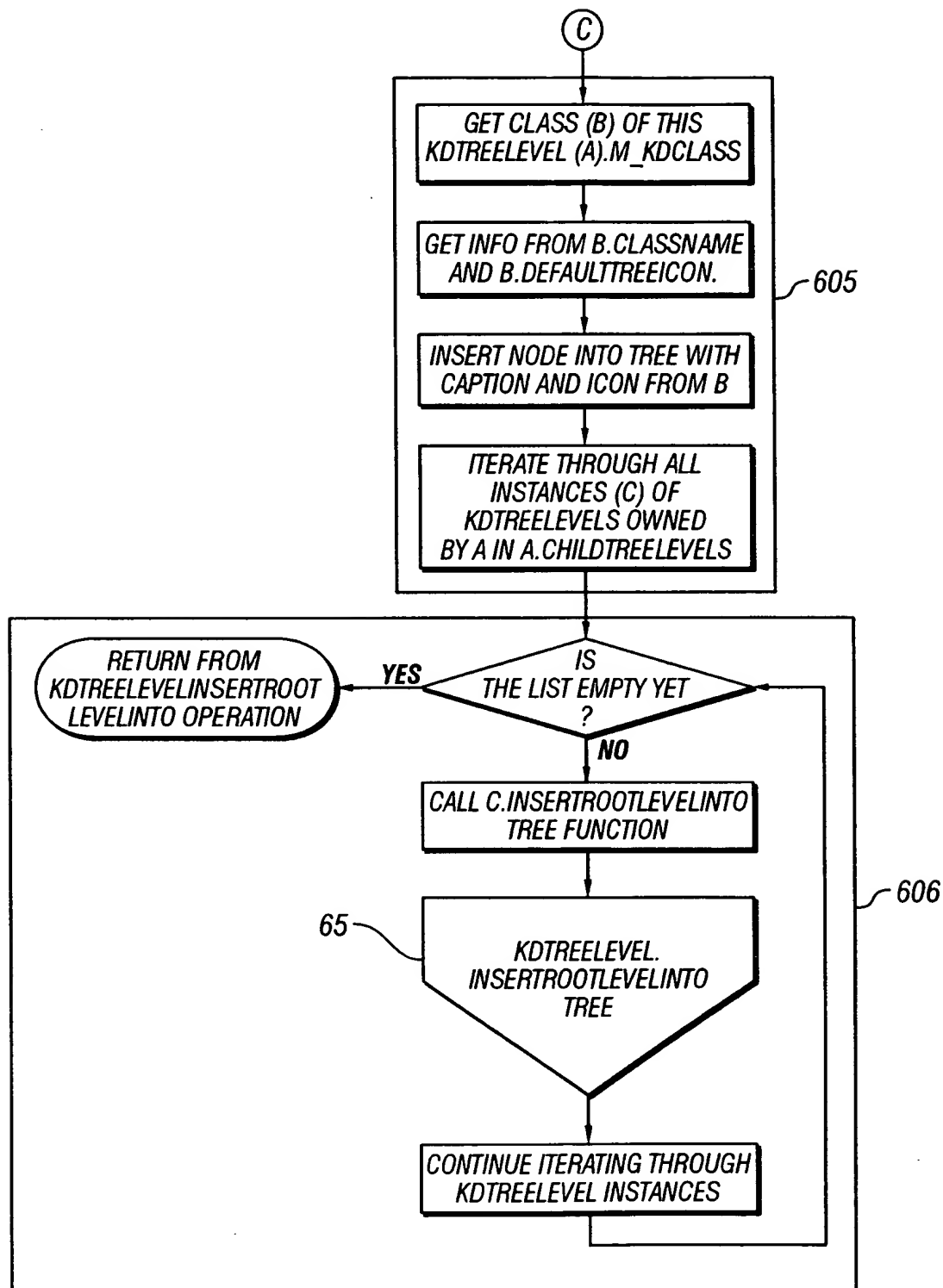


FIG. 6H

REPLACEMENT SHEET 14/38

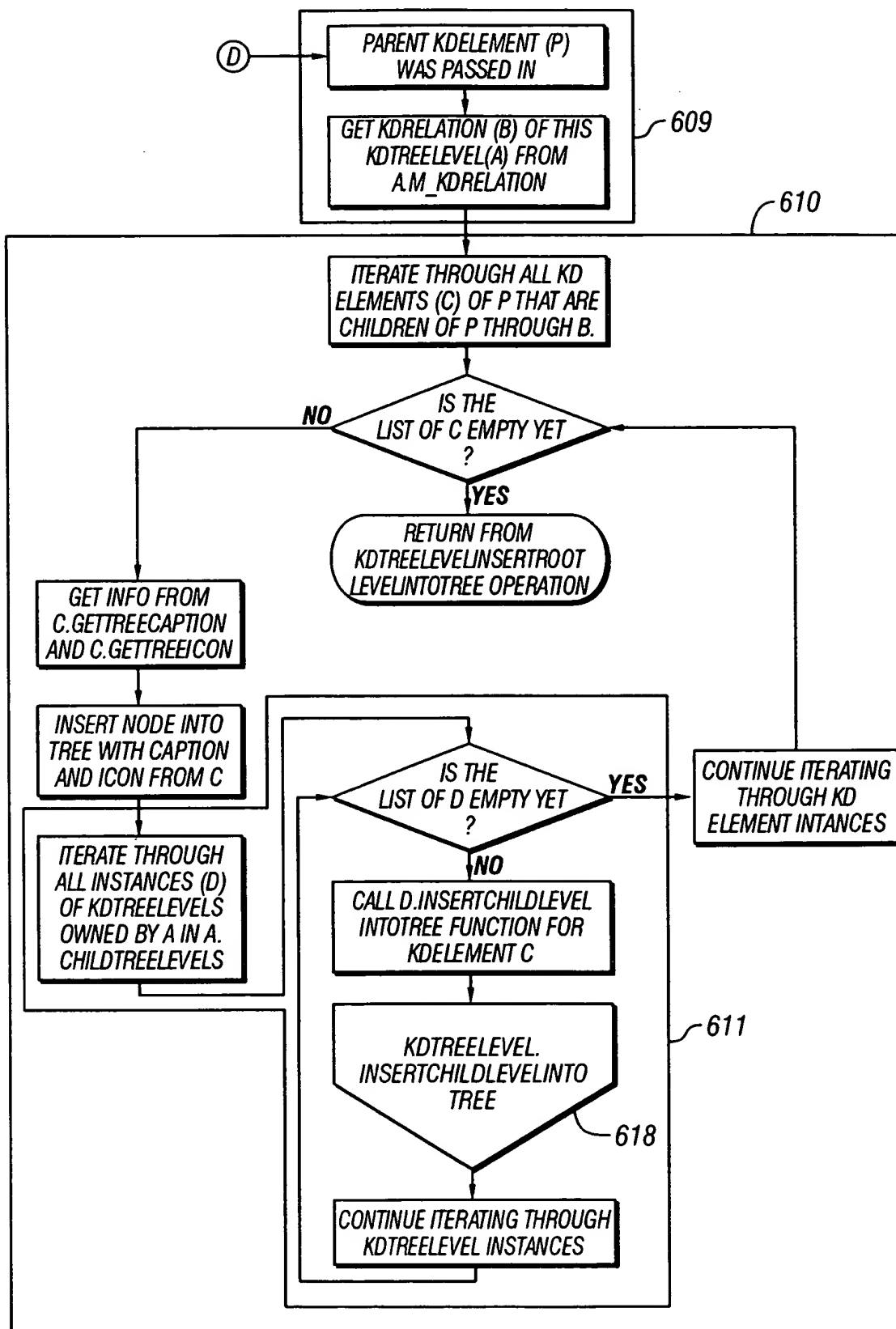


FIG. 6I

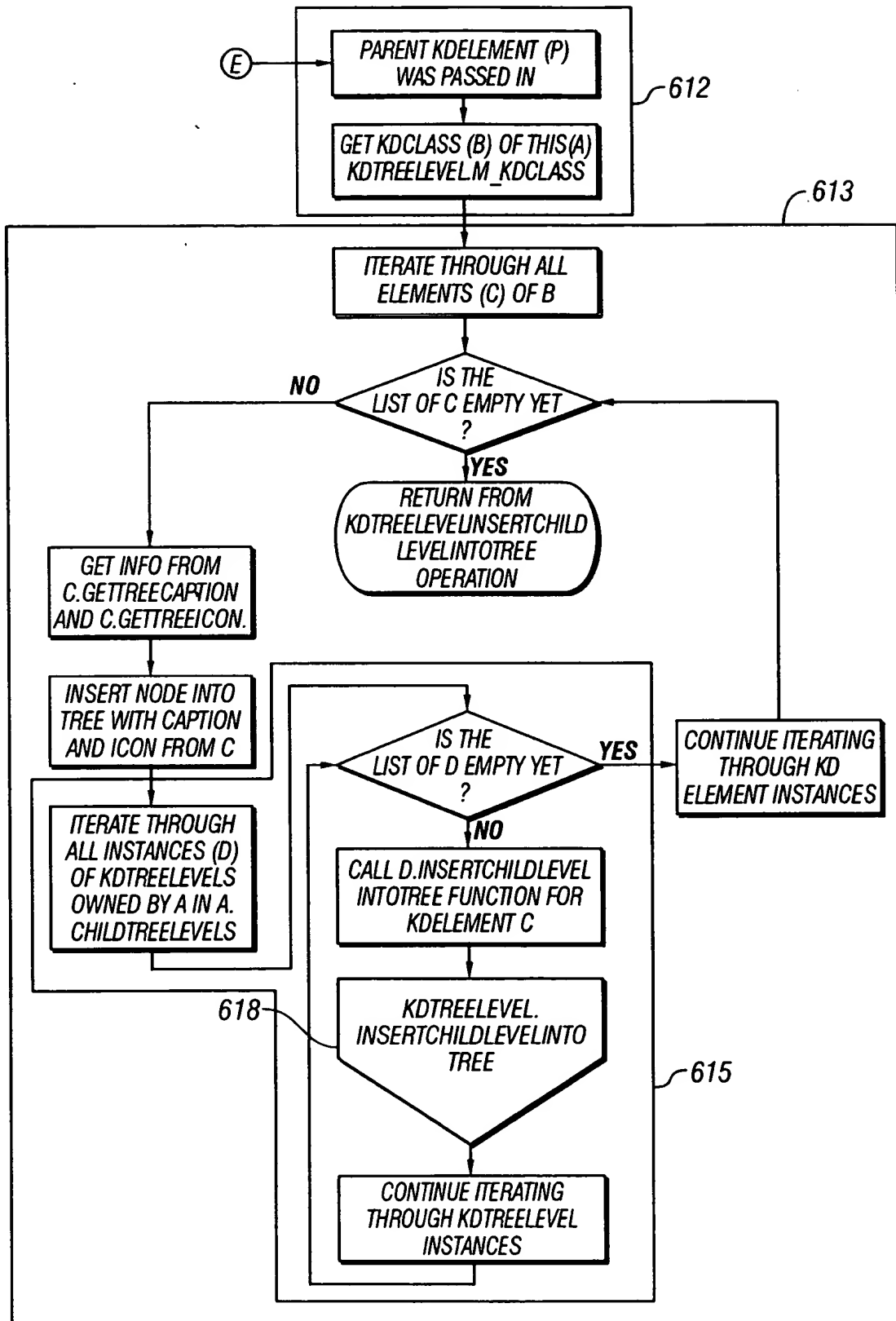
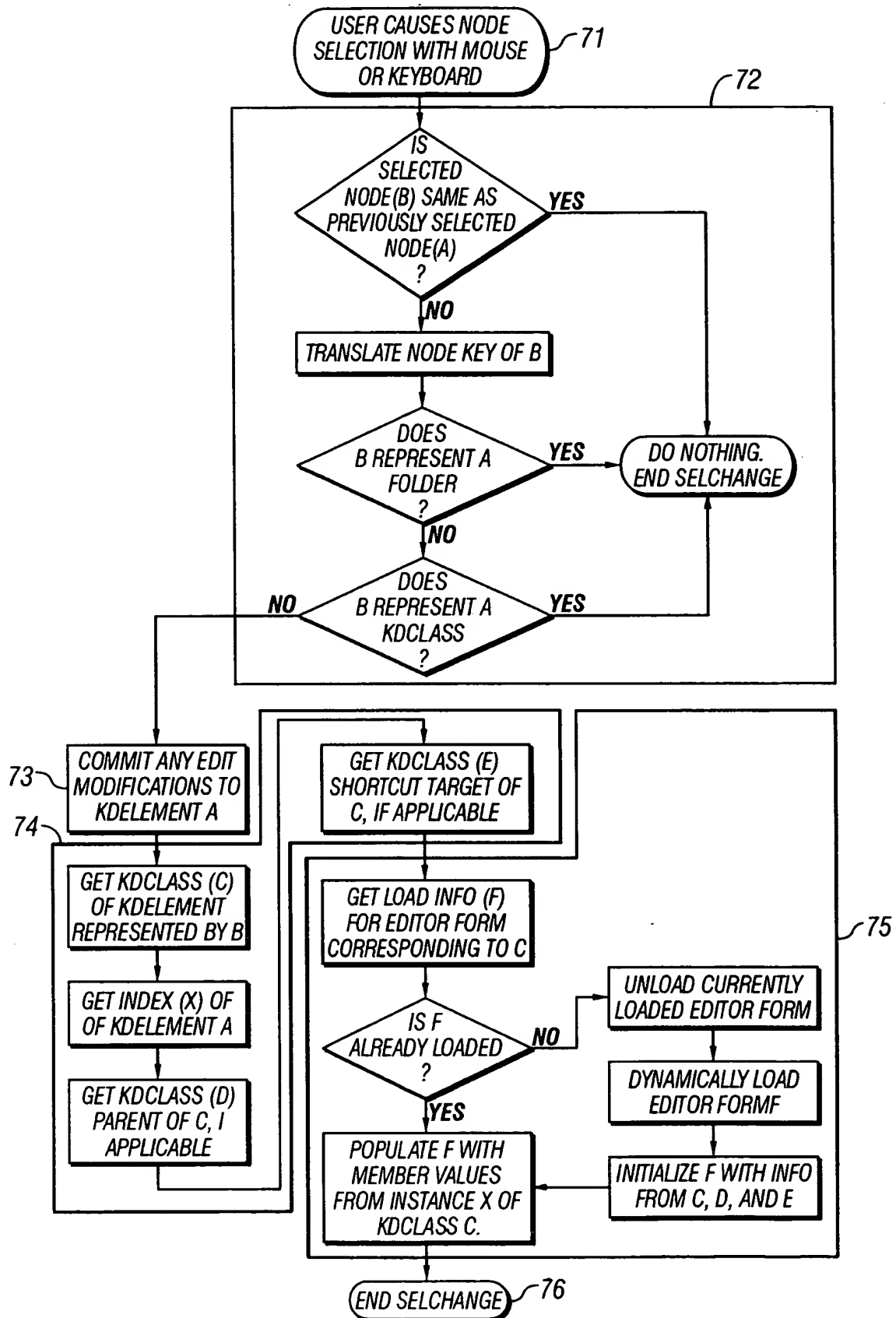


FIG. 6J



REPLACEMENT SHEET 16/38





REPLACEMENT SHEET 17/38

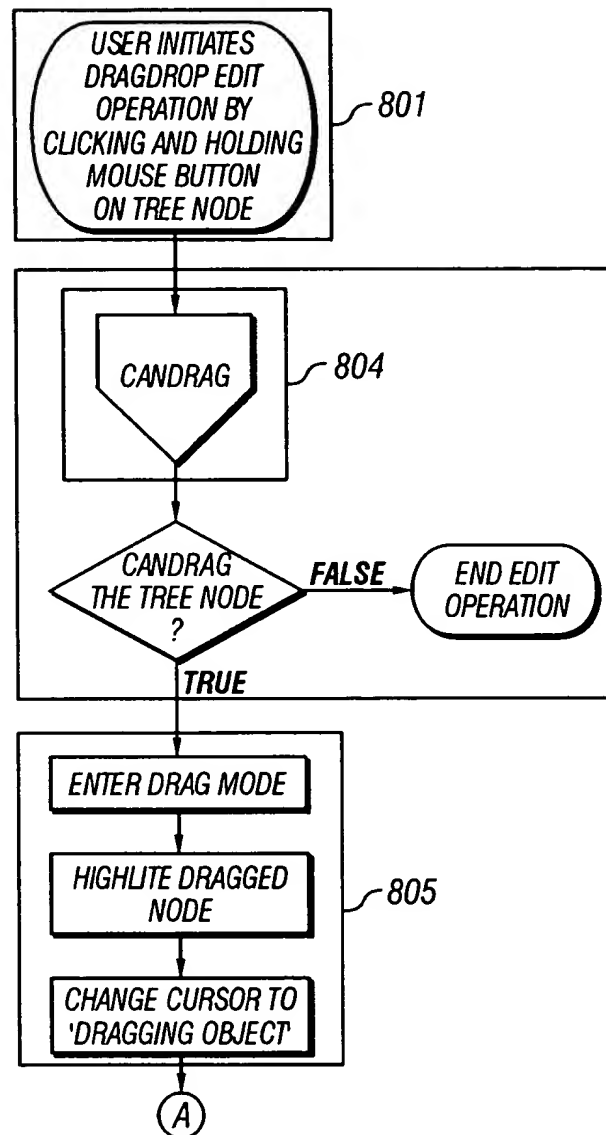


FIG. 8A



REPLACEMENT SHEET 18/38

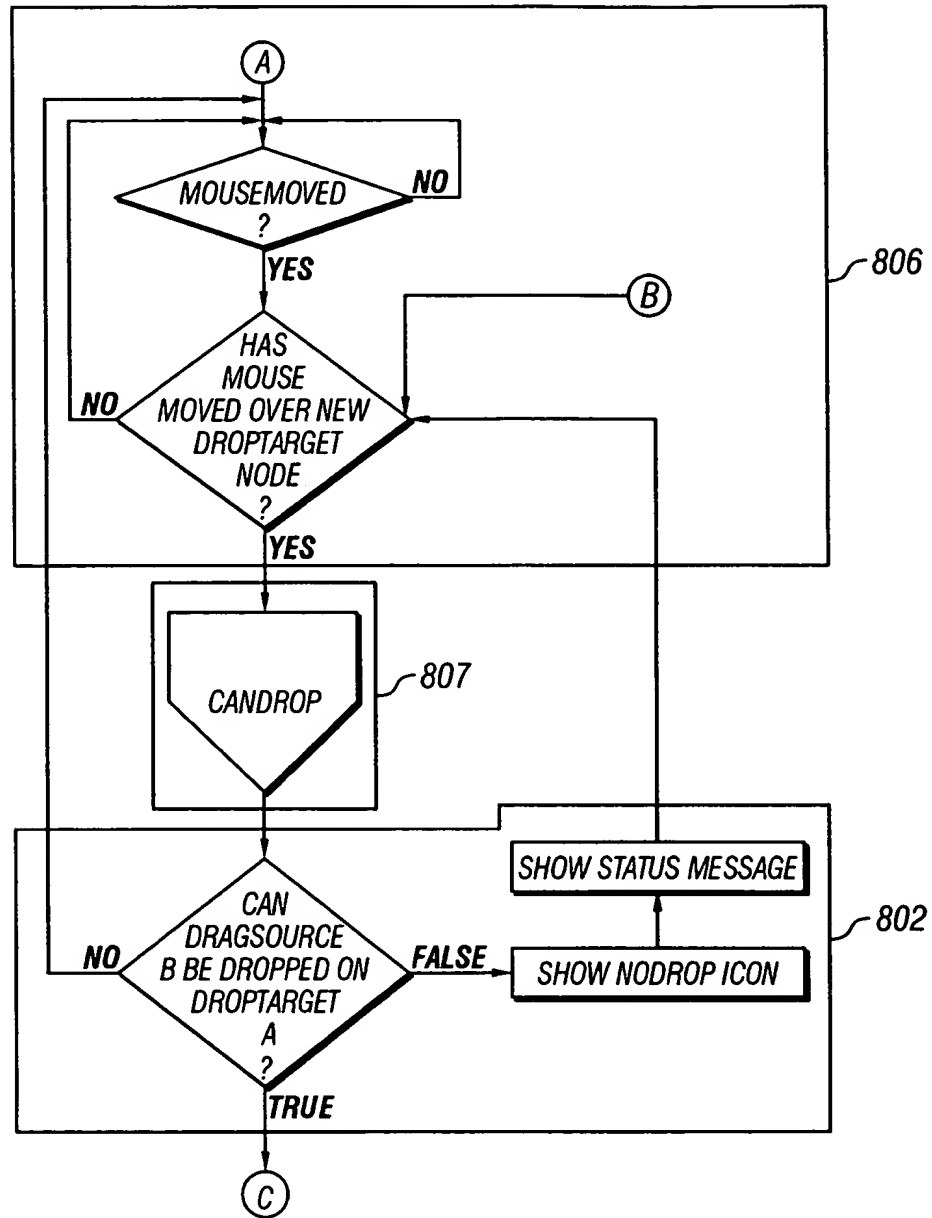


FIG. 8B



REPLACEMENT SHEET 19/38

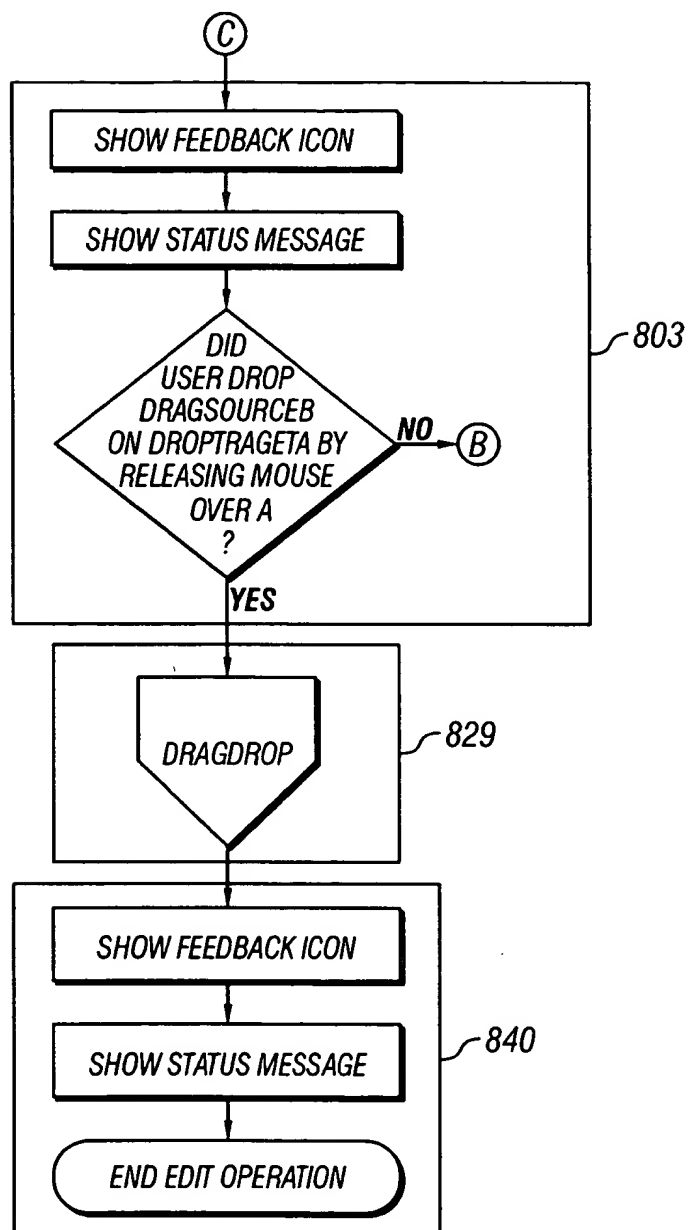


FIG. 8C



REPLACEMENT SHEET 20/38

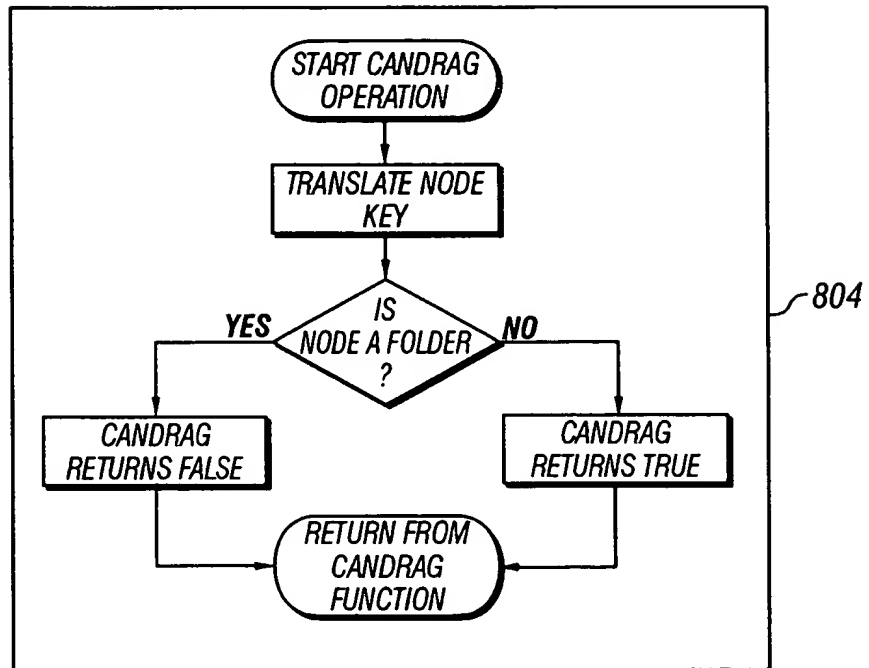
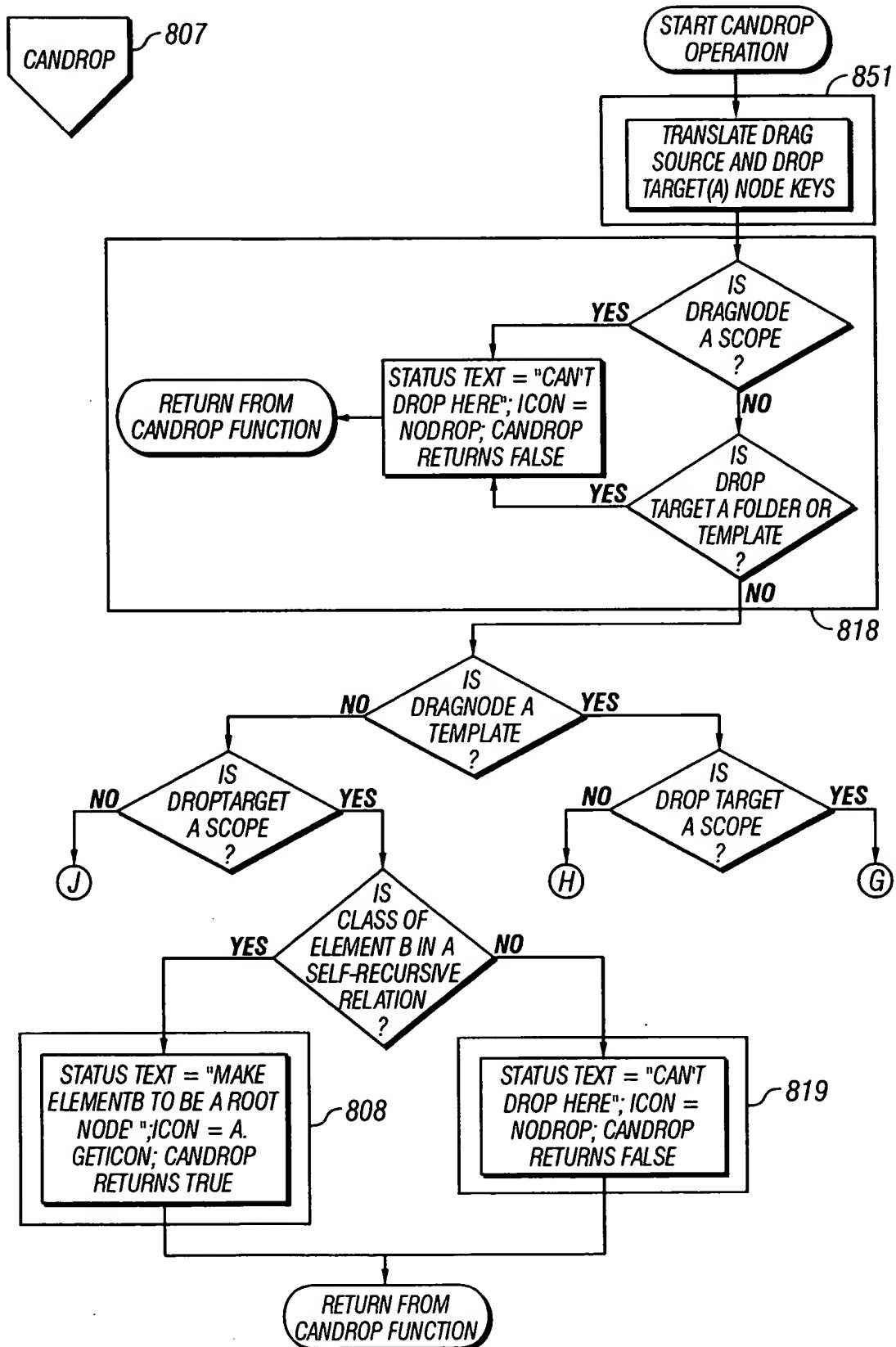


FIG. 8D

REPLACEMENT SHEET 21/38





REPLACEMENT SHEET 22/38

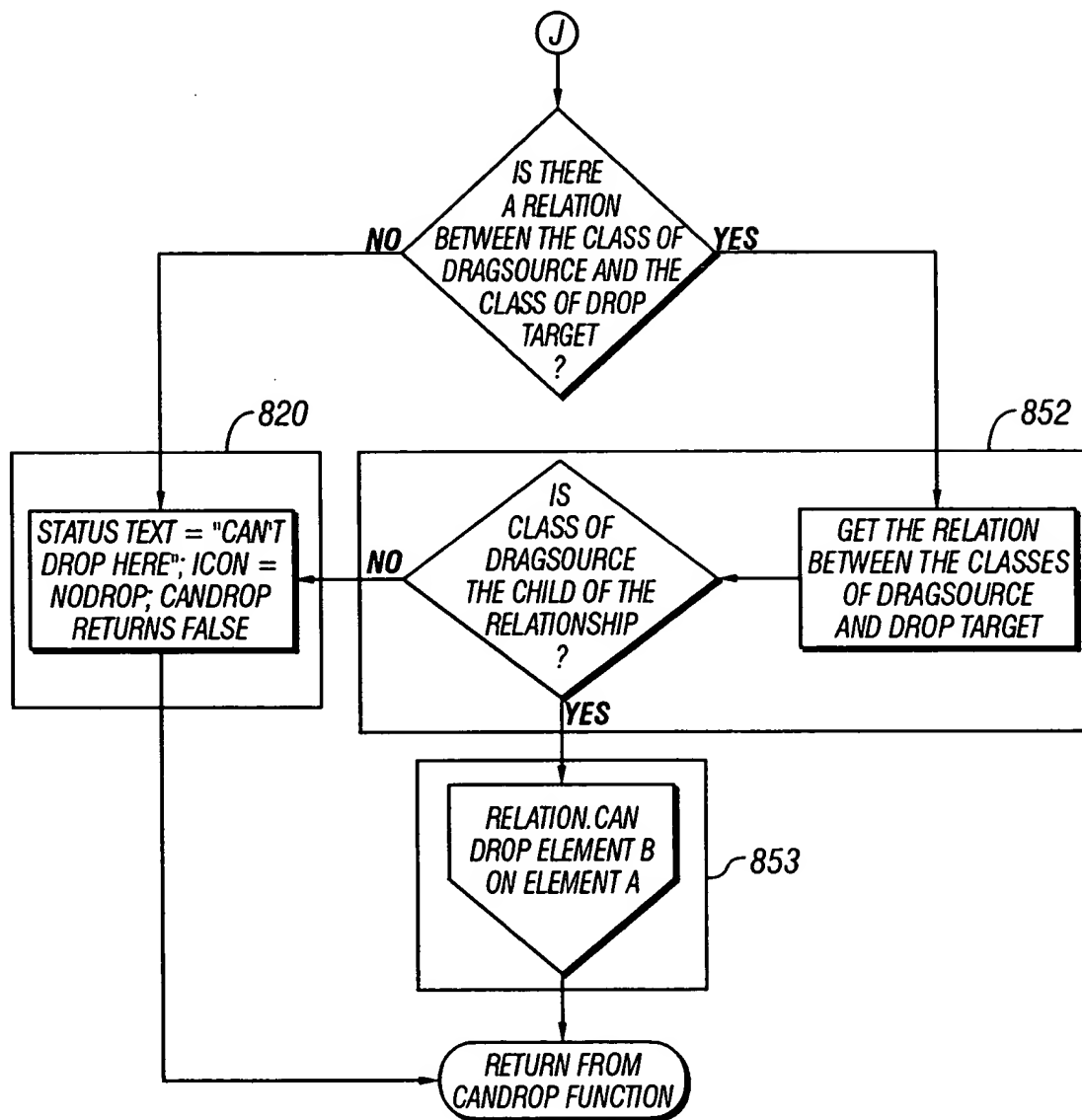
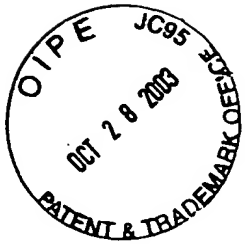


FIG. 8F



REPLACEMENT SHEET 23/38

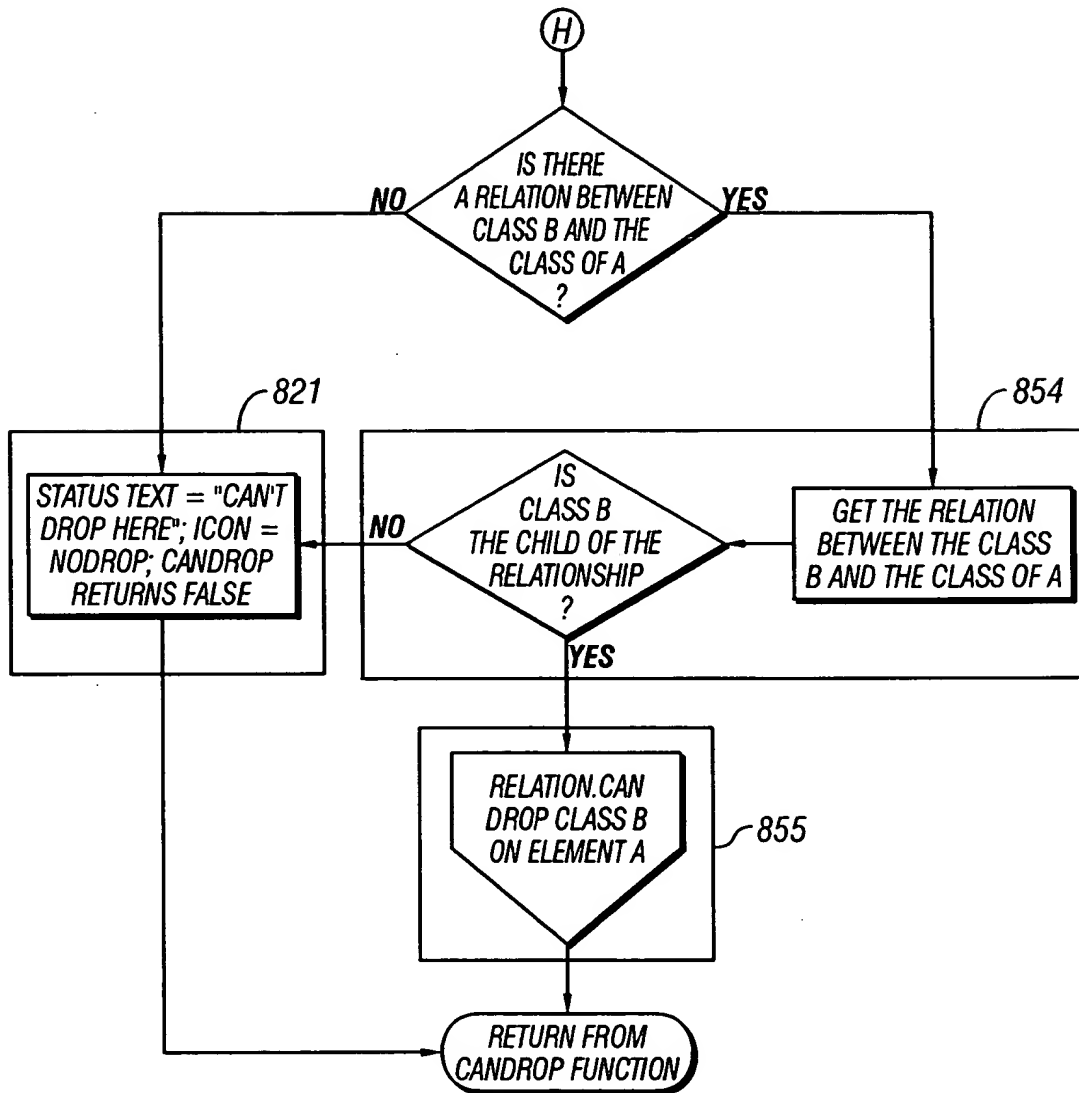


FIG. 8G

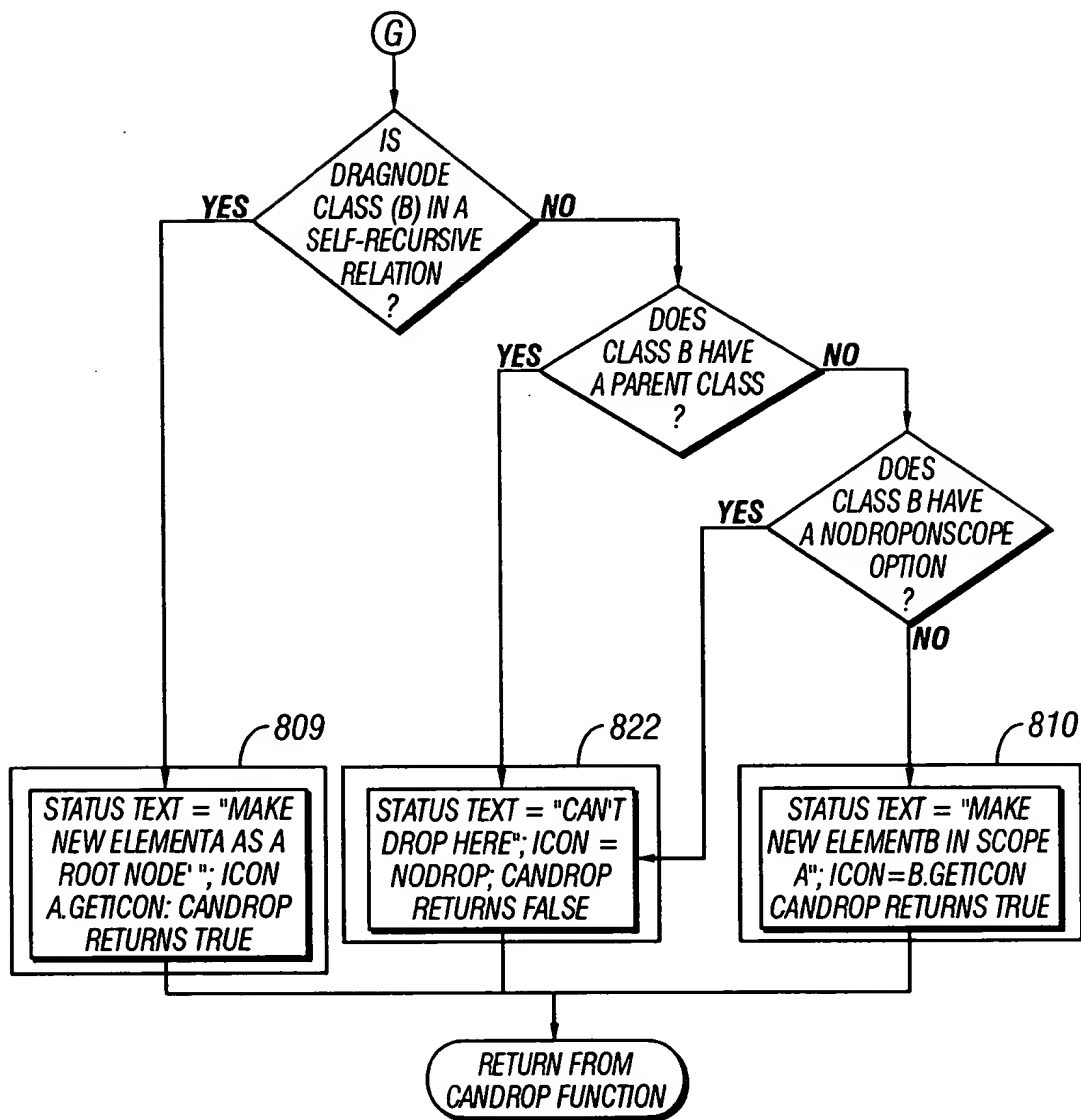


FIG. 8H

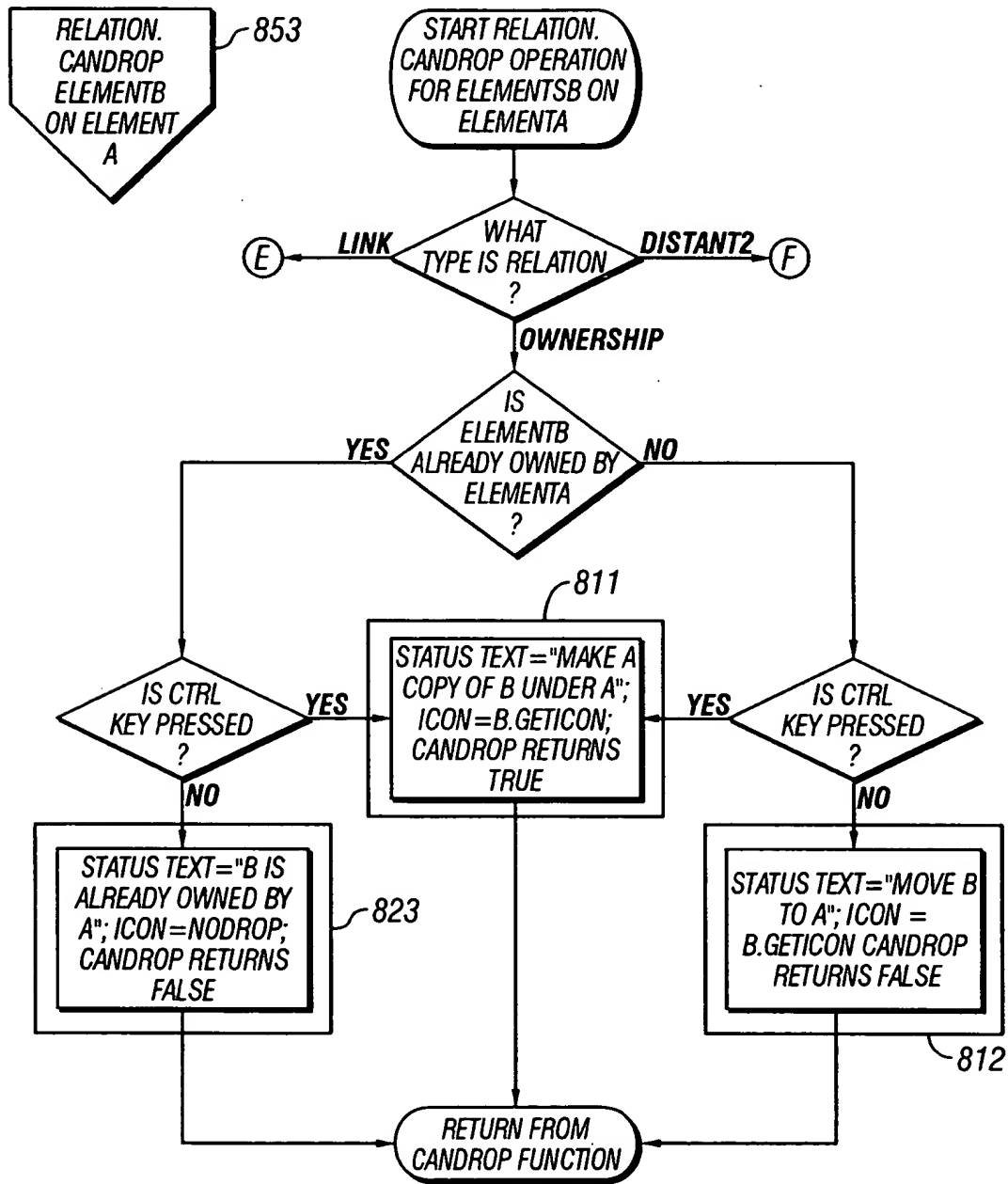


FIG. 81

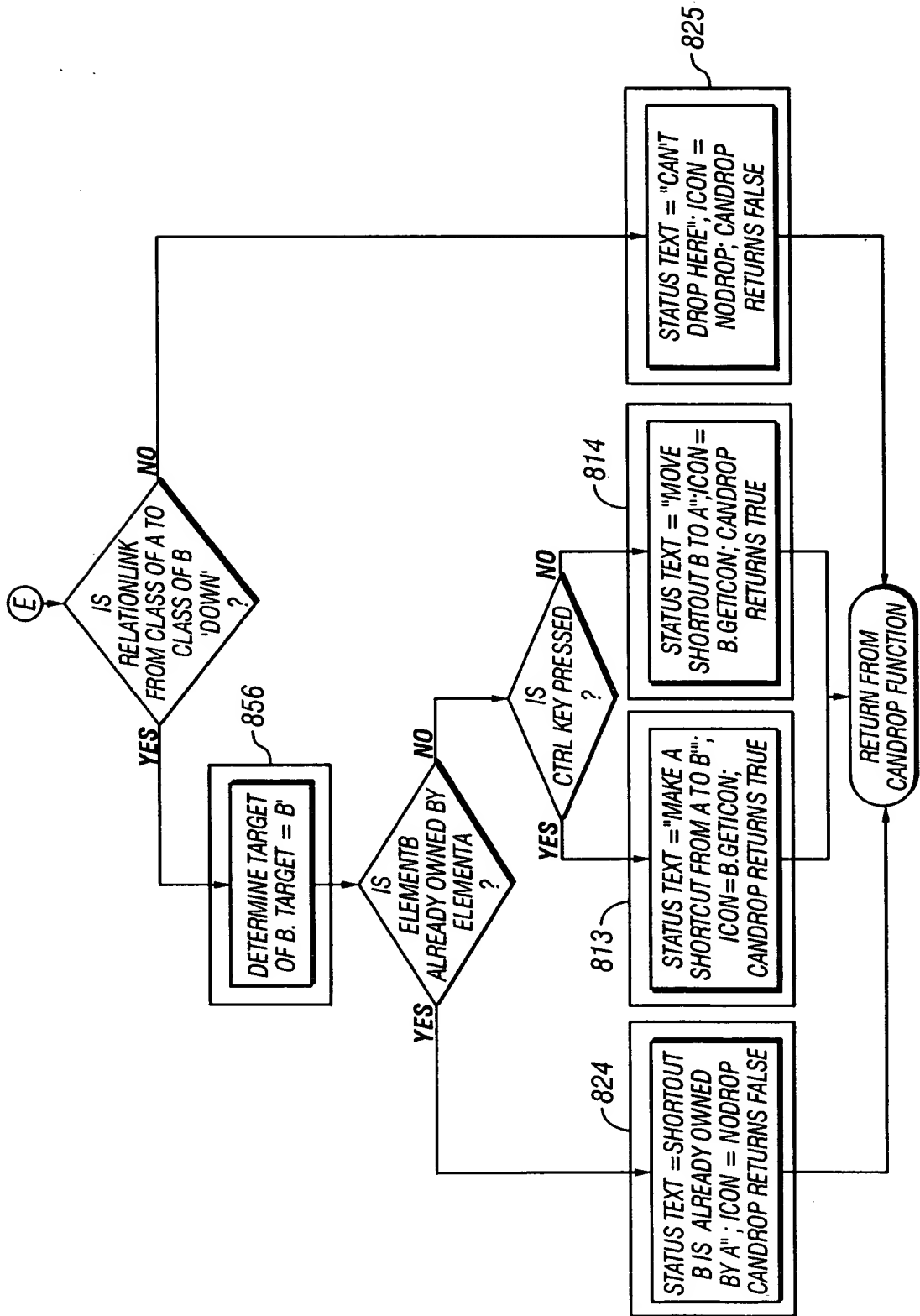


FIG. 8J



REPLACEMENT SHEET 27/38

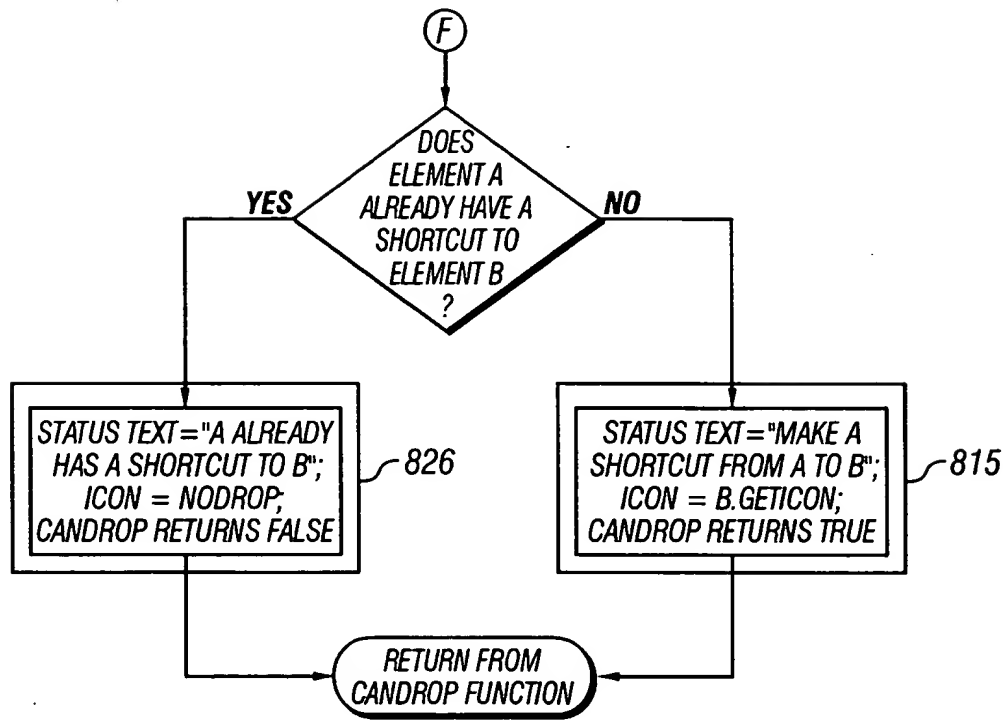


FIG. 8K

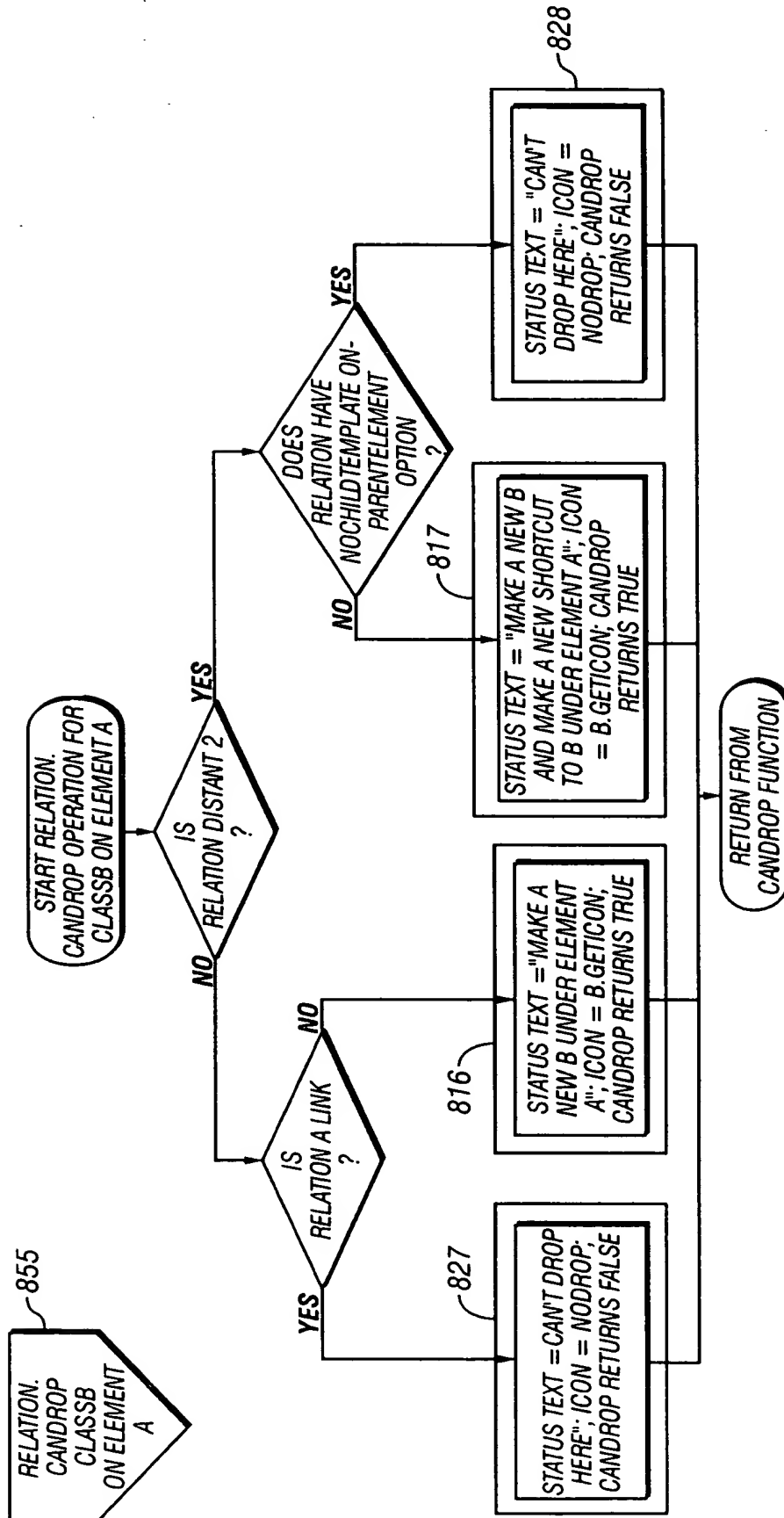


FIG. 8L

REPLACEMENT SHEET 29/38

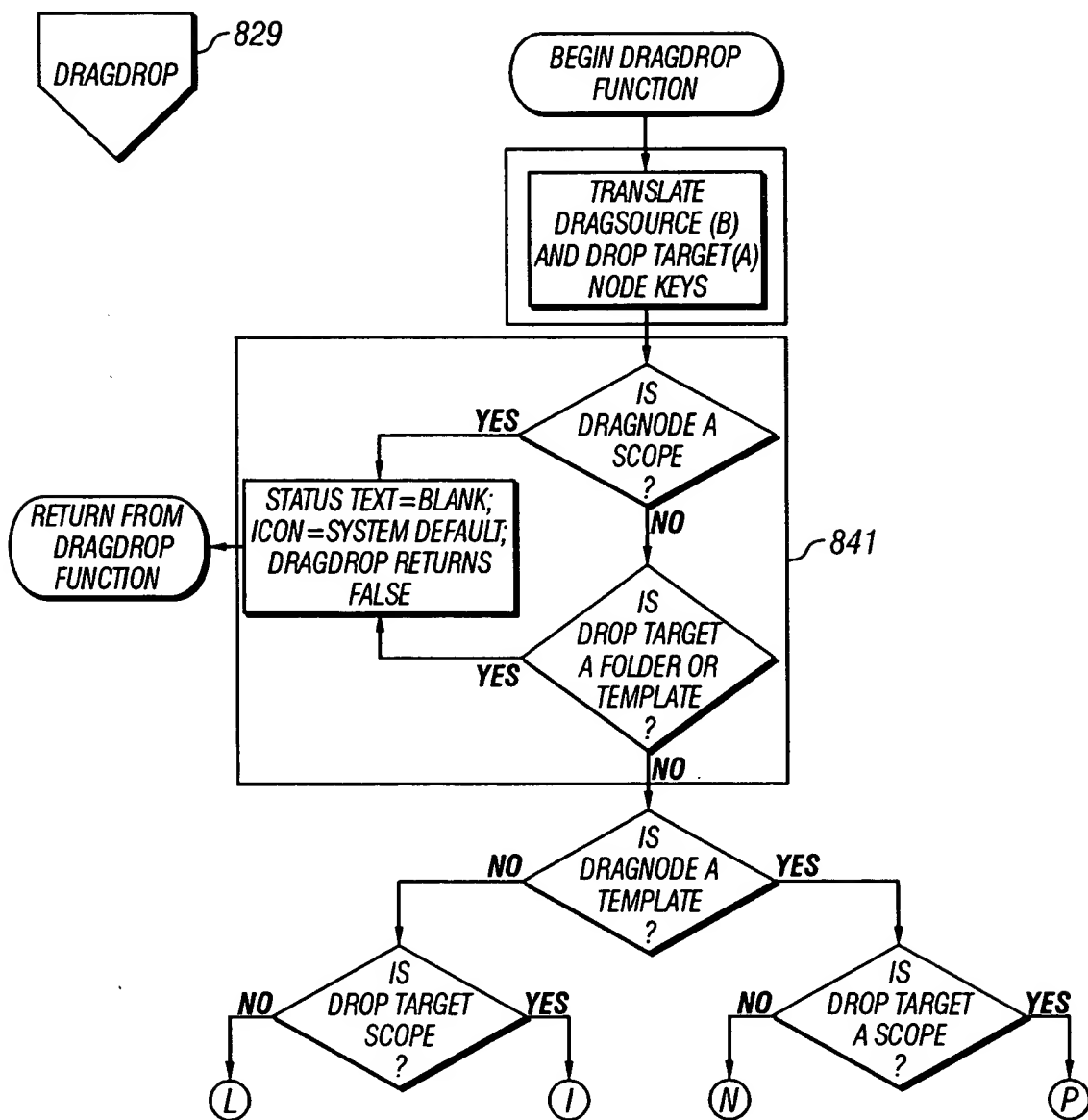


FIG. 8M



REPLACEMENT SHEET 30/38

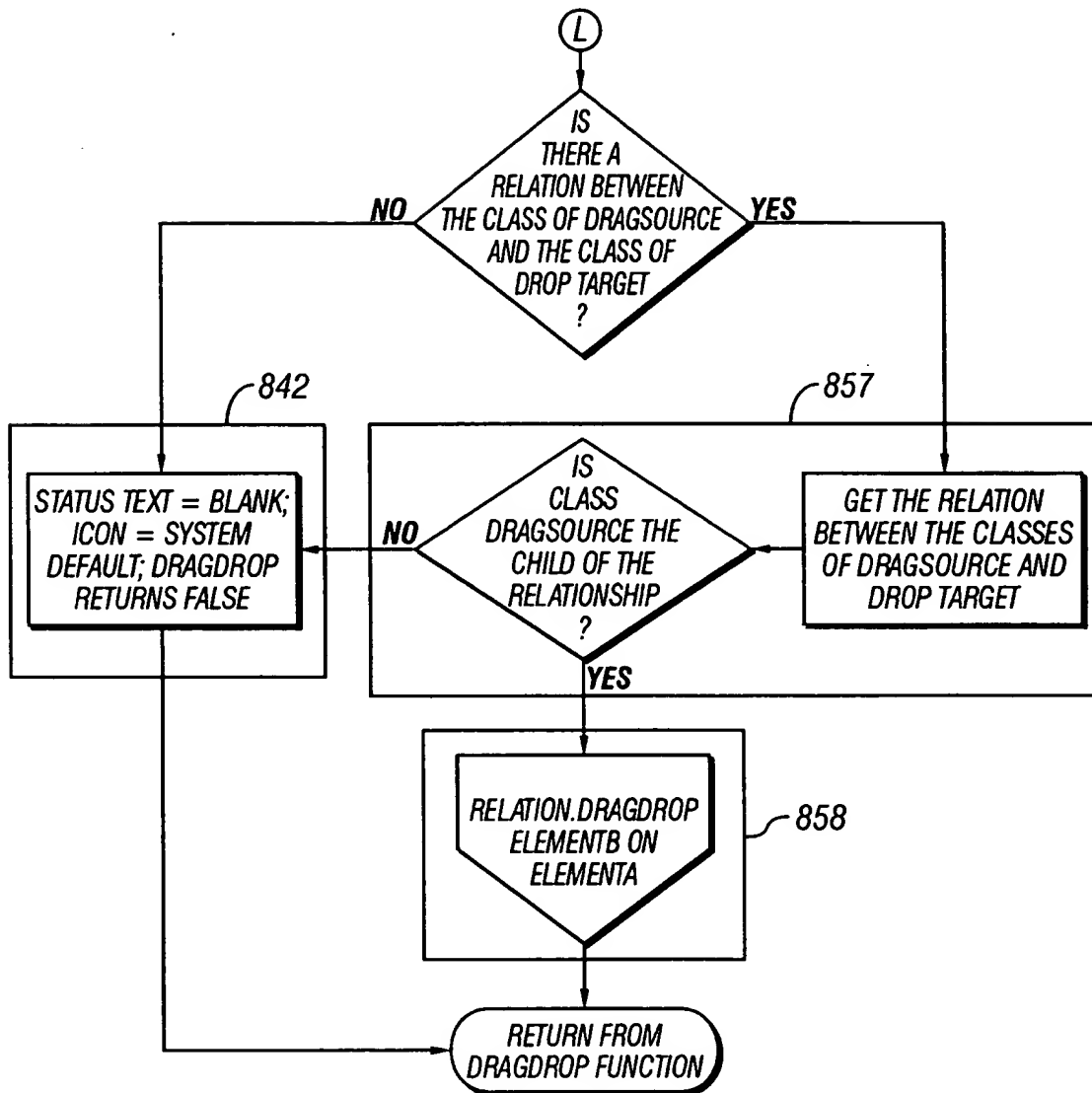


FIG. 8N



REPLACEMENT SHEET 31/38

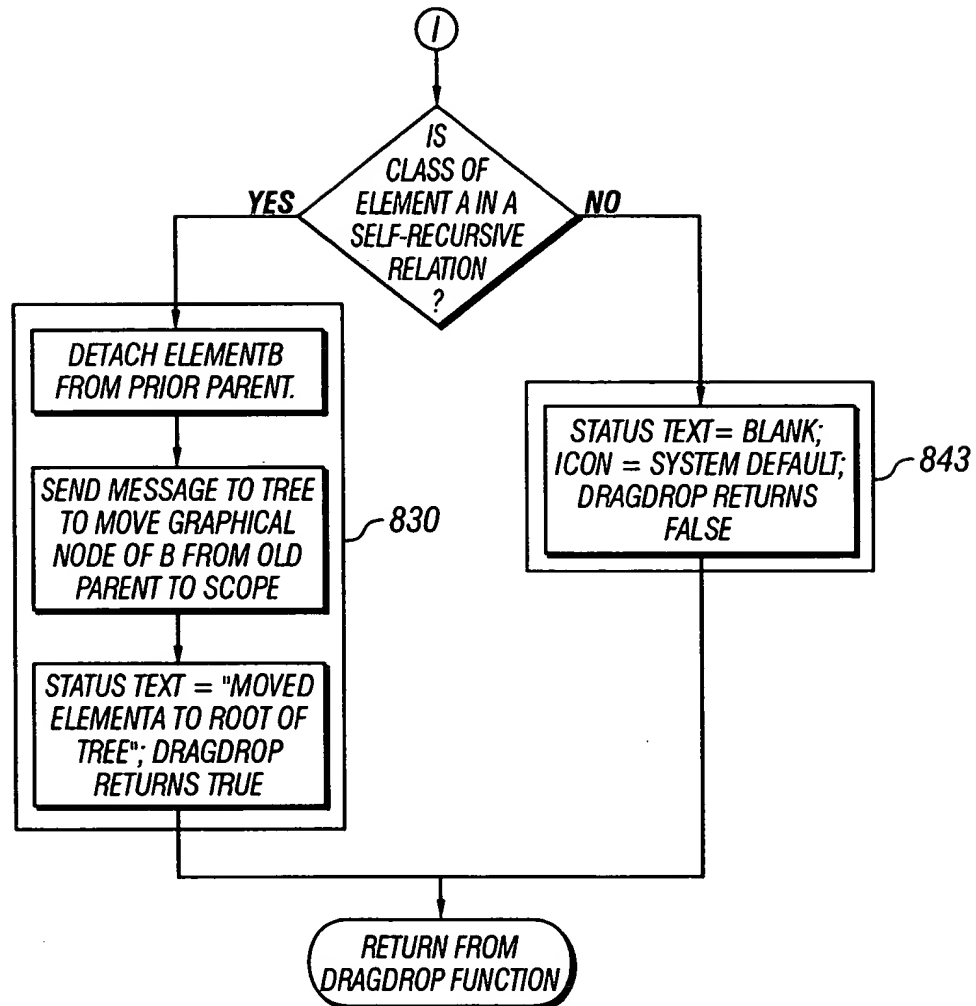


FIG. 80

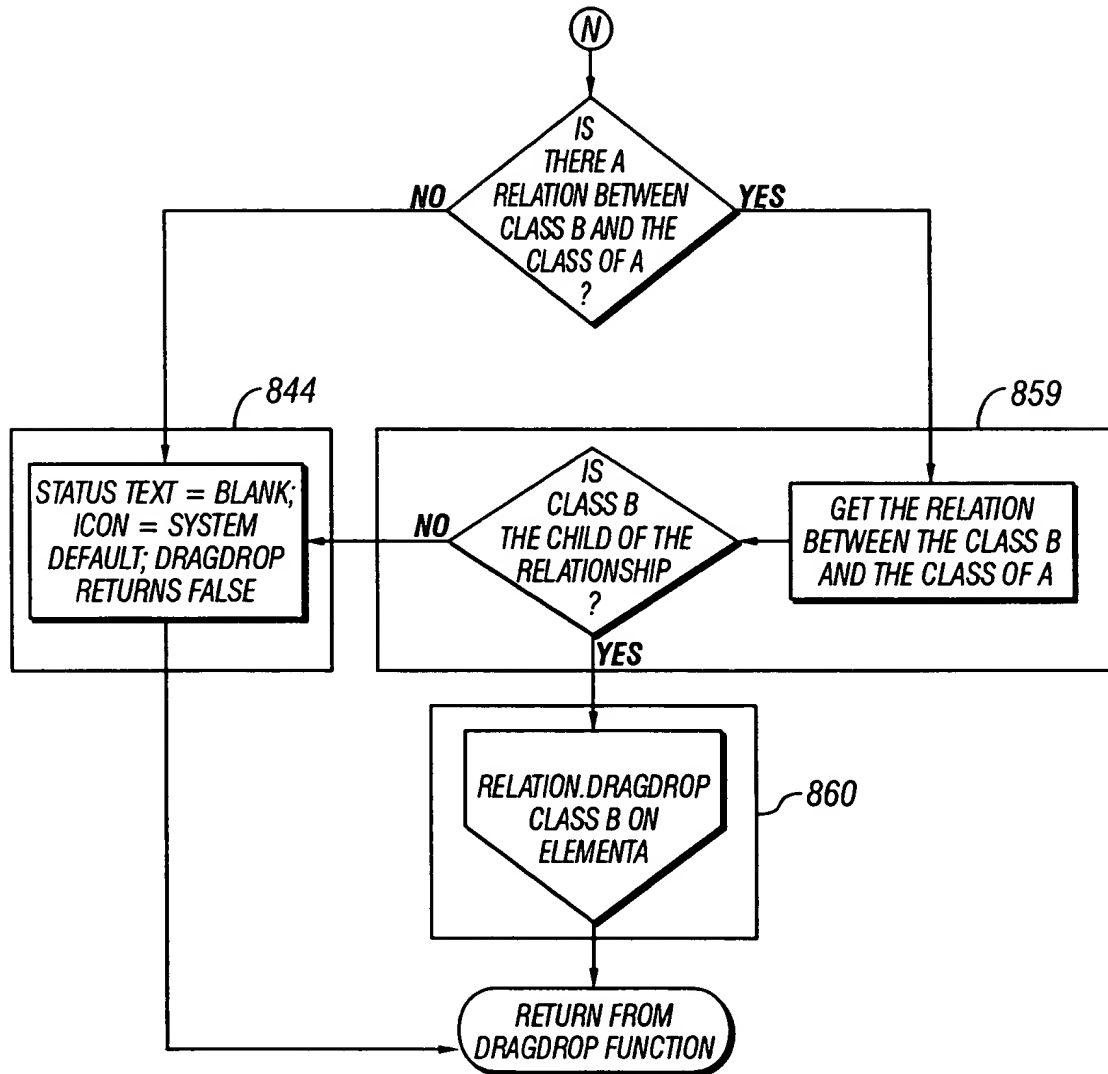


FIG. 8P

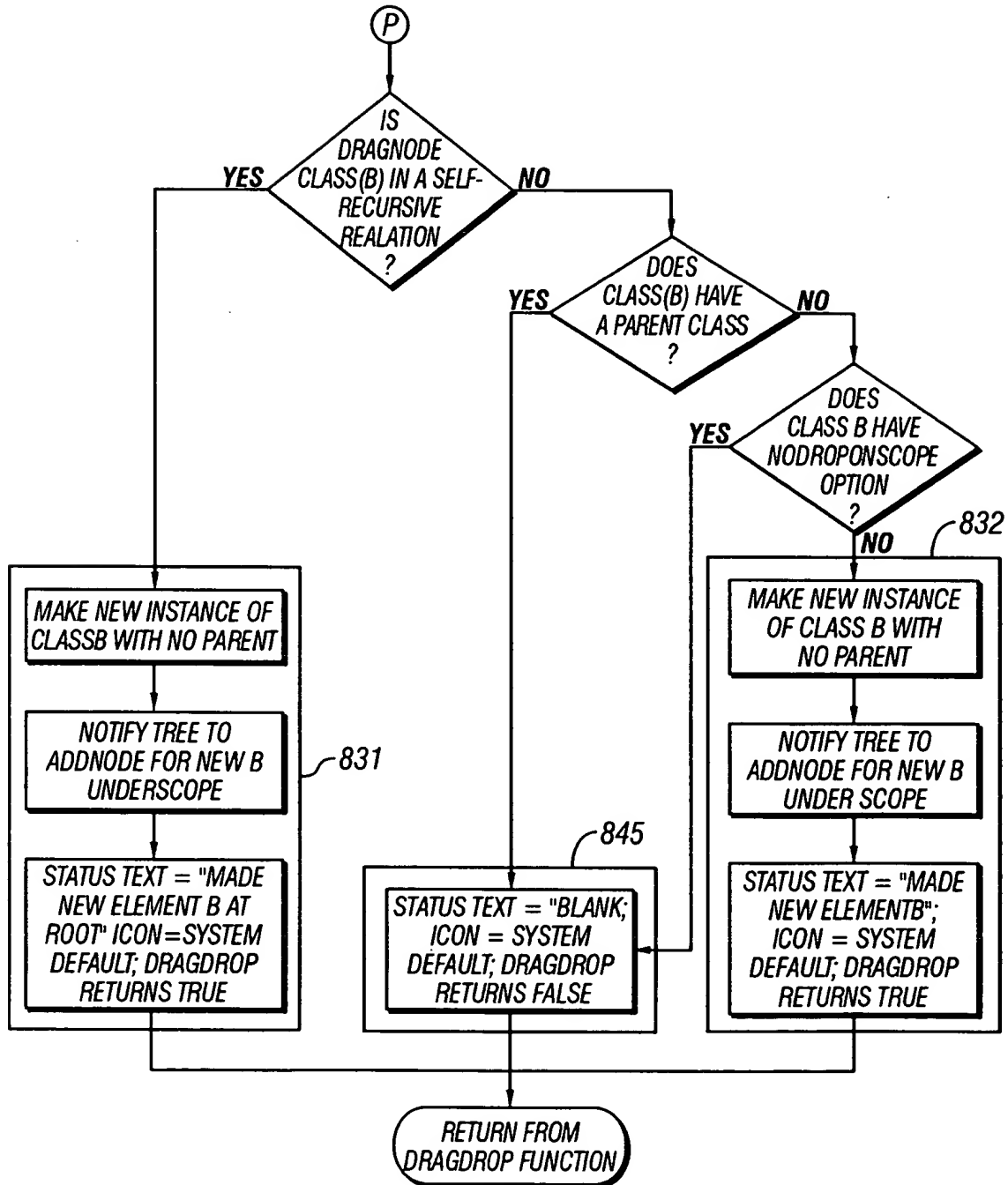


FIG. 8Q

REPLACEMENT SHEET 34/38

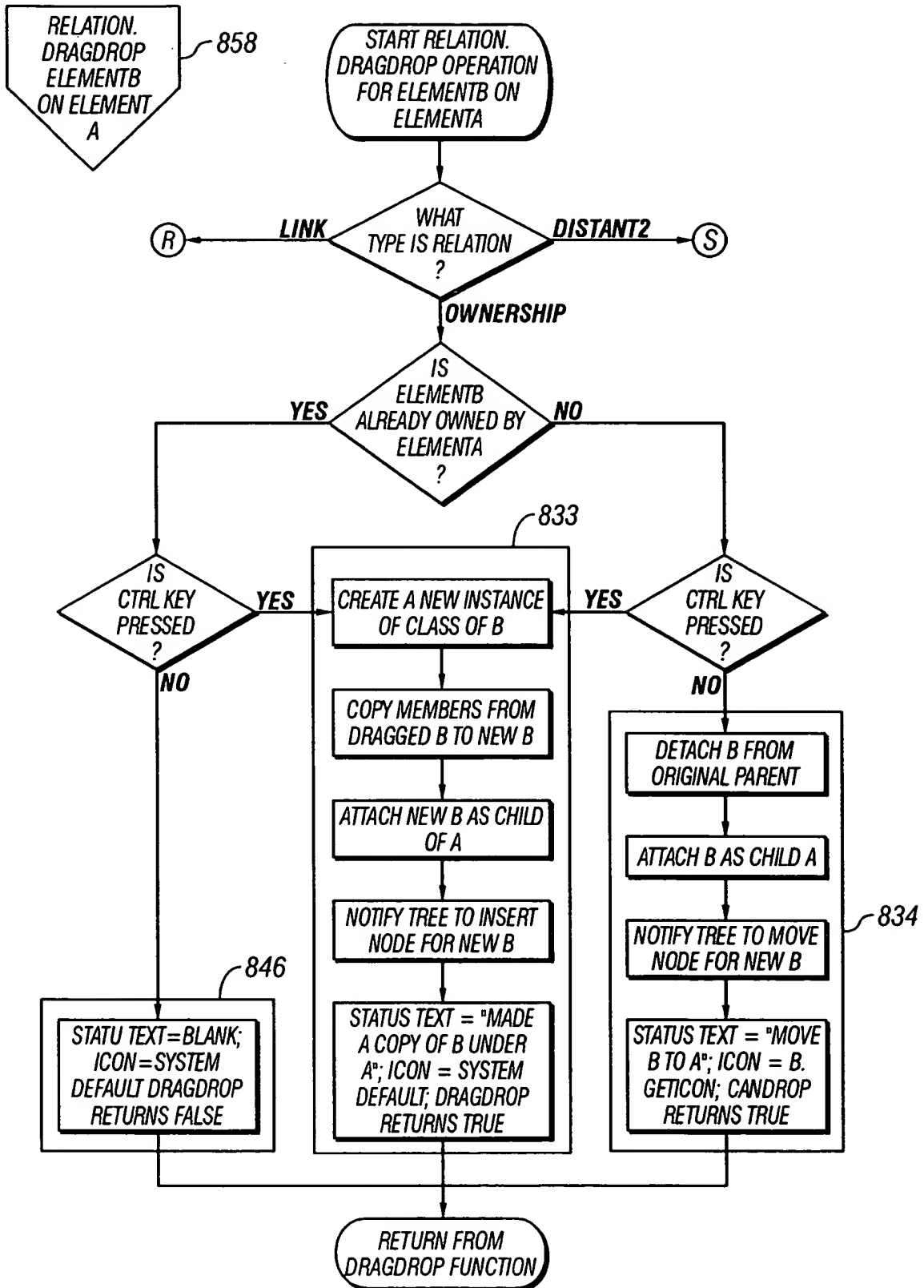


FIG. 8R



REPLACEMENT SHEET 35/38

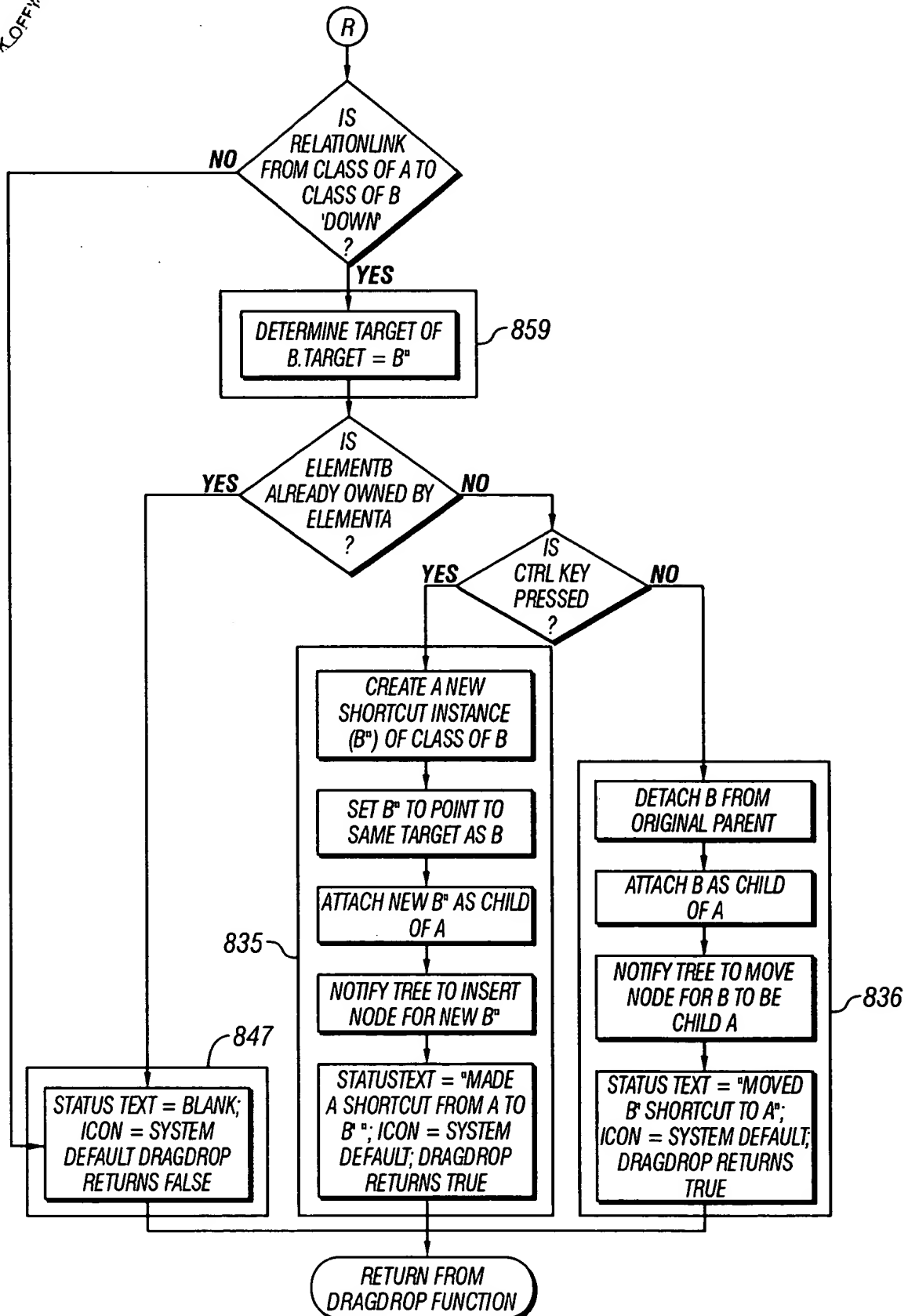


FIG. 8S



REPLACEMENT SHEET 36/38

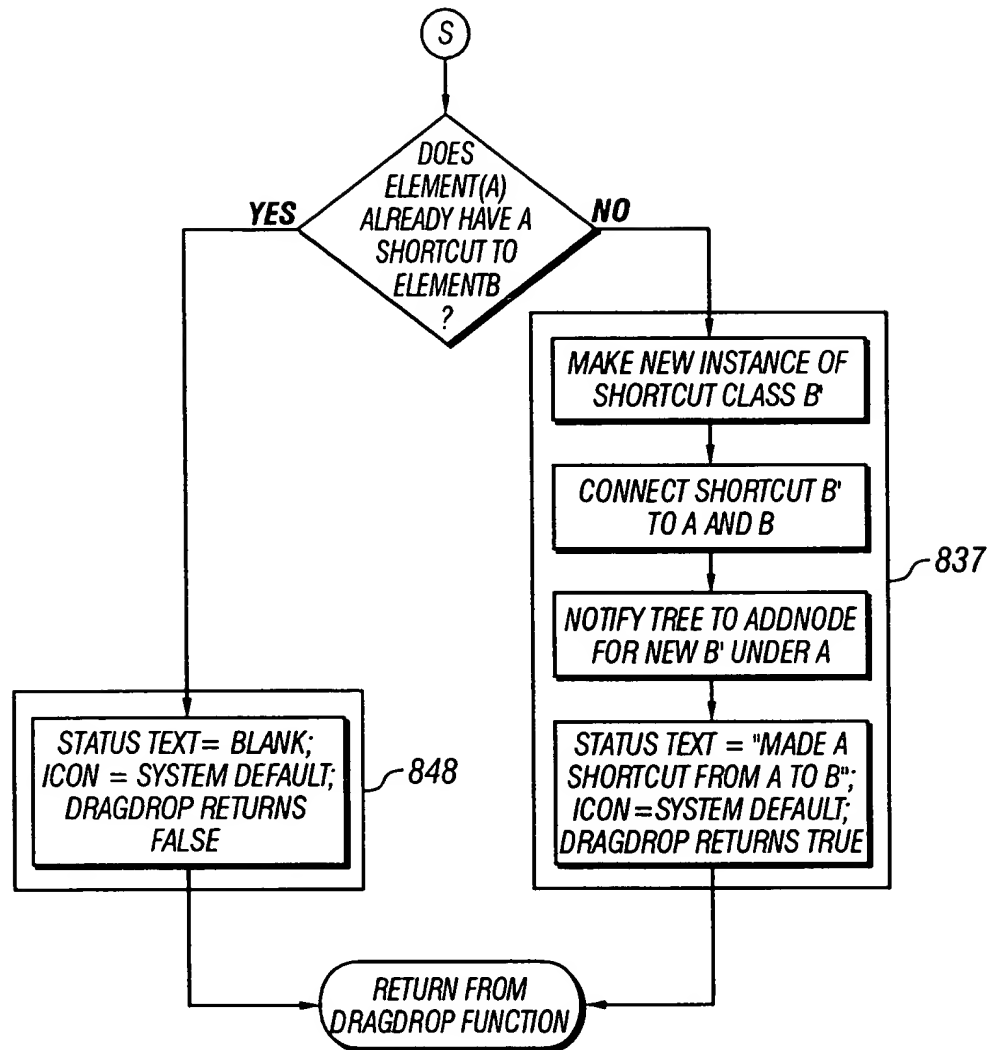


FIG. 8T

REPLACEMENT SHEET 37/38

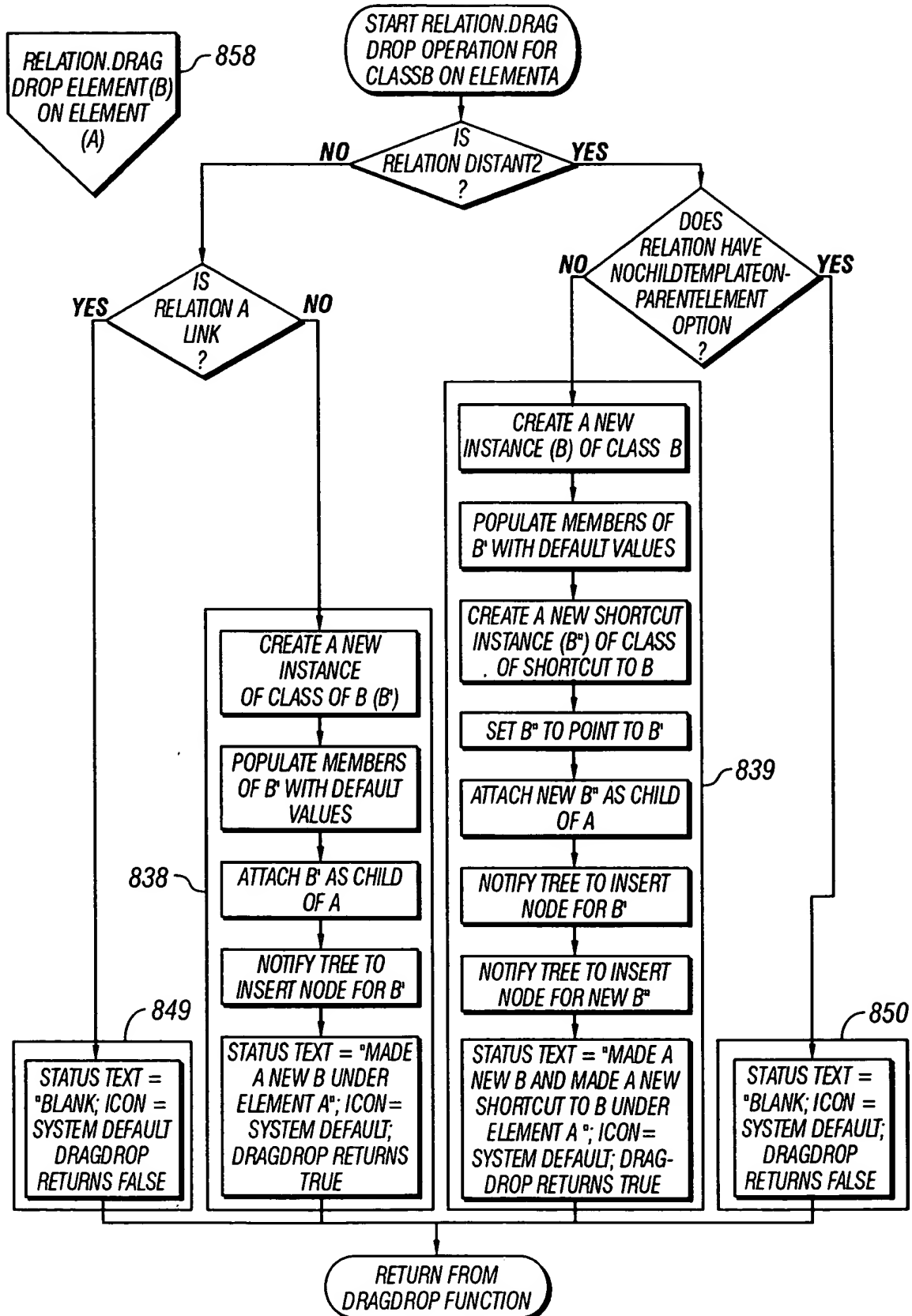


FIG. 8S



REPLACEMENT SHEET 38/38

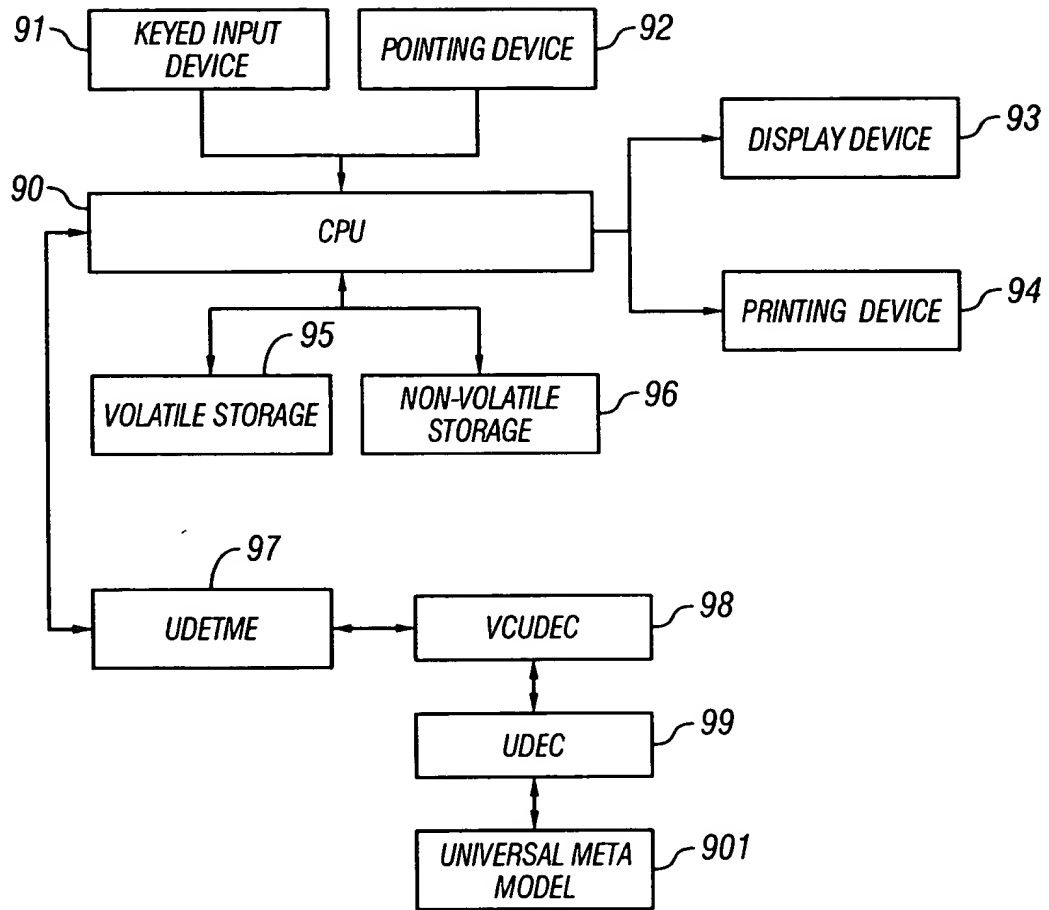


FIG. 9